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NOV 15 1954

Design Division

TOYTIME

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To our Customers

This catalog is your helpful buying guide — a handy, arm-chair picture of some of the hundreds and hundreds of fabulous toys and kiddy-special gifts Santa has helped us select for you and your youngsters this year! We're delighted with them, just as you will be when you leaf through these pages and see what's in our store for you. Everything is keyed for its correct age appeal, as well as color choice, size and special features. Make your selections from this guide, then shop as it pleases you — by mail, by phone, or by a personal visit to our enchanting toy department.

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All of our personnel and facilities ready and waiting to help you with this important shopping in the easiest and fastest, merriest manner ever!



Dolls that rate a special mention

By BELLE DOLL & TOY

(A) **BABY DOLL.** In the twinkling of an eye everyone can see she's something special for Christmas, a real honey in ruffled taffeta dress, vinyl slippers and socks. Has a coo voice, moving eyes and head. Her baby-soft Saran hair is a rooted wig that will comb, wash, roll on curlers. Washable all-vinyl. 17". **2A — \$4.98**

BABY DOLL, 24" size. 2A2 — \$7.98

(B) **BABY BUNTING** and plush Teddy Bear. She's so cuddly-soft, such a lovable armful that she seems more real than doll-like. Knitted rayon bunting has soft peaked hood with lace edging. Underneath she wears a broadcloth romper. Molded vinyl head has moving eyes, she boasts 2 teeth! Damp cloth cleans vinylized cotton body. 23". **2B — \$7.98**

(C) **SWEATER BABY.** A smiling, happy doll tot all dressed and ready to go bye-bye in baby-wool button-up sweater, matching bonnet. A perky-sweet organdy dress, booties, socks, little petticoat complete her outfit. She coos, closes her eyes, flirts. Washable latex body, movable arms, molded head. 22" tall. **2C — \$5.98**

SWEATER BABY. Same with one-piece body. 15". **2C2 — \$3.98**

(D) **SOFT GIRL DOLL** by SAYCO. Here's sweetness personified in an all-latex playmate with expressive, moving eyes. Saran hair is rooted, can be washed and curled. Dressed in stand-out picalay skirt with velvet accent, ninon blouse, glistening contour belt. Also panties, shoes, socks. She'll please you with her price, too. 23" tall. **2D — \$7.98**



(E) **BABY DOLL IN BONNET** by HORSMAN. Chubby, all-vinyl charmer, in a tie-on bonnet, daintily edged with lace, that matches her little-girl cotton dress. She opens and closes her eyes to show off her real lashes, coos when squeezed, turns her head. Has fairy-soft vinyl "skin" and rooted lustrous Saran hair to be combed, shampooed and curled. She wears white button shoes, socks, cotton panties. 24" tall. **2E — \$9.98**

21" SIZE.

2E2 — \$7.98



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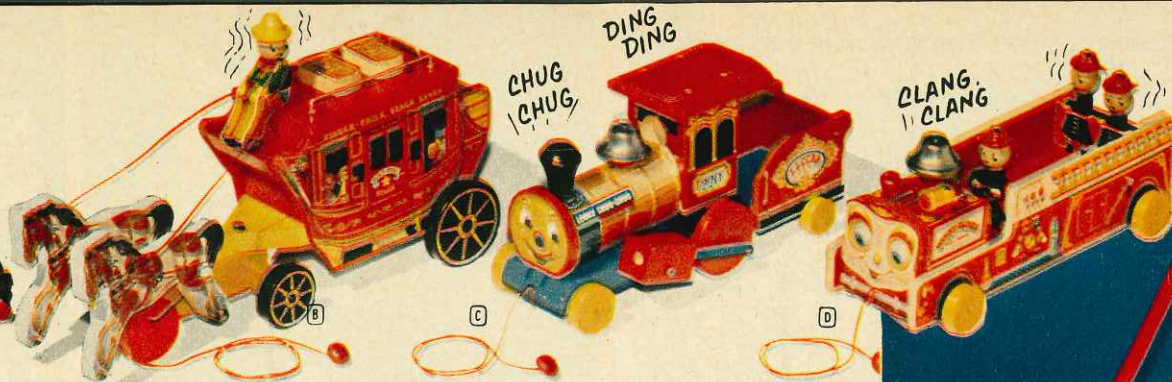
We

All of
ready
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(A) 23" WALKING DOLL by IMPERIAL CROWN. She's Christmas-bright and merry, and an unbelievably good value. Children delight in taking her for walks, showing off her specially designed polished cotton dress with can-can ruffles. Ribbons on her pigtails match her outfit, hair is shining Saran that washes, can be combed, restyled with her own tiny curlers. Says "Ma-ma," gently closes her eyes and lashes. As a brunette she wears red, as a blonde, blue. Specify choice. Durable plastic.

3A — \$6.98



(B) GOLD STAR STAGE-COACH. Drawn by two spirited horses whose galloping hooves make clippety-clop sounds. Driver sways from side to side. To add to the fun and imaginative play, top of coach and "gold" box at back swing open. 15½" long.

3B — \$2.98

(C) LOOKY CHUG-CHUG. A very happy "choo-choo" engine and tender for toddler engineers. Its lively animation includes authentic chugging sounds, bell that automatically rings "ding-ding" when the bright yellow wheels turn. 12¼" long.

3C — \$1.98

(D) WINKY-BLINKY FIRE TRUCK. Exciting drama for any-day play life! This little machine hustles to the rescue, its eyes rolling up and down, its bell clanging. Rear firemen's heads bounce and turn as truck is pulled along. A toy that seems alive! 12" long.

3D — \$1.98

All by FISHER-PRICE. Brightly appealing, sturdy push- and pull-toys of finest wood, strong steel and acetate, with safe, rounded edges, concealed working parts. Finished in harmless enamels and lithographs. Encourage active, safe play for ages 1 to 5 years.



(E) MUSICAL DUCK. This lively little fellow wants to be pulled so he can show what he can do. His head turns to and fro, his music box tinkles gaily, and he waddles along on big red feet that flop up and down in time to the music. 13¼" long.

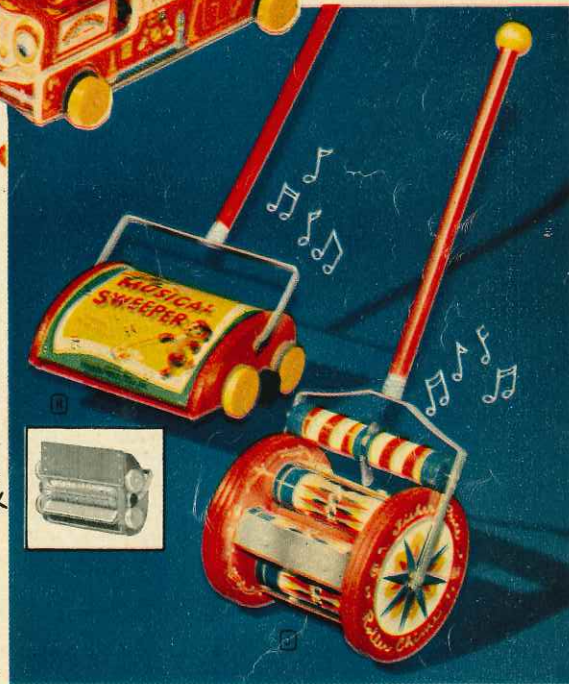
3E — \$1.98

(F) TIMMY TURTLE. Nothing slow about this cheerful little play friend who sings a tune to delight his listeners. He moves by paddling his fat legs, wags his tail as he goes. Has a jaunty sailor look, an his smoothly curved shell is unbreakable. 11½" long.

3F — \$2.49

(G) KATY KACKLER. Whimsical yet realistic, she's a little red hen who's fun to have around. Pull her and her wings and feet bob up and down, makes noises like a real chicken. Stimulates interest in barnyard friends and their activities. 9½" high.

3G — \$2.49



(H) MUSICAL SWEEPER. If they're just learning to walk, this pretty push-toy will give them confidence. It rolls smoothly, making happy music. Best part is that it actually picks up dust, makes Mother's little helpers feel important. 8½" wide.

3H — \$1.98

(J) ROLLER CHIME. For the beginning toddler this has unlimited appeal, play value. He'll be delighted with its clear chime sounds, fascinated by its gay, sparkling color as he pushes it. Slightly weighted to strengthen little muscles. 7½" wide.

3J — \$2.98

Push 'n pull musicmakers for the toddler set

Squeezable chums Baby can cuddle

(A) **KEWPIE DOLL** by **KNICKERBOCKER**. 13" of the softest, cuddliest little doll that ever came into the lives of very little children. Her baby-pink face and head are of washable vinyl, ear-covering head is velvet, can be taken off. She has a squeezable, airy-soft body of finest quality rayon plush. Comes in pink, blue or red.

4A — \$2.98

16" SIZE.

4A2 — \$4.98

MUSICAL KEWPIE DOLL. 12", same as above, with imported Swiss music box. 4A3 — \$5.98

(B) **MUSICAL BEAR**. Very tame animal playmate who sits up eager and ready to share all toddlers' big activities. He's a happy honey bear, sings a tune from his hidden music box. His soft coat is two-tone plush, solidly stuffed, face is washable vinyl with button eyes. 17" high.

4B — \$3.98

MUSICAL PANDA. Black and white, 17", with music box. 4B2 — \$3.98

(C) **FLOPPY DOG**. He's just about the nicest doggie friend anywhere, has a patable head with long, droopy ears for tiny hands to fondle. His stubby black tail sticks straight up, squeaks, matches his funny little nose and felt eyes. Soft-stuffed plush, 12" long.

4C — \$1.98

By **CUSTOM TOY & NOVELTY**

IDEAL'S BENDIX-WASHABLE PLUSH ANIMALS. Such enticingly soft, sleeping little animal pets that babies absolutely adore them! And they take baths right in the washing machine, can even be dried in a jiffy in mechanical drier. All of fluffy, shaggy, noncrushable rayon plush with plastic collars, vinyl faces, painted features, light-as-air stuffing. 11 1/2".

(D) **CAT**. Gentle, smiling kitty, two-tone assorted colors. 4D — \$2.98

(E) **BEAR**. Chubby and huggable, two-tone color contrast. 4E — \$2.98

(F) **DOG**. White as snow, dark ears and tail. 4F — \$2.98



(G) **HORSE ON ROCKER**. Tinkling with bridle bells, he jauntily rocks up and down on stuffed, sturdy rockers. Shirred plastic body has interesting feel, is filled with soft cotton. Red and green stripes, 11 3/4".

4G — \$2.98

(H) **TWO-FACED CLOWN**. Happy, pixie plaything with two different personalities — one wide-awake, surprised, the other, sleepy, waiting for the sandman. His soft, knobby body in cotton-stuffed plastic endears him to the very young. 15 1/2".

4H — \$1.98

(J) **DUCK PINS**. The diaper set can bowl or thump these well-padded pins and ball to their delighted satisfaction. 3 multi-colored duck pins with a 6" ball come in their own "poly" bag. Insides are cotton-packed, outside is pliable plastic.

4J — \$2.98

(K) **BAT AND BALL**. Newest sports item comes from the playpen where toddler athletes are learning baseball with stuffed bat and ball. Shirred plastic covering wipes clean, has big red dots on white. Bat is 15" long, ball is 6" wide.

4K — \$1.98

Wash them with a damp cloth. By **HOL-LE TOYS**



(L) **PANDA**. Just about irresistible with silky-soft plush coat, moving eyes in quaint face of vinylite, jingle bells on his tummy, 16".

4L — \$3.98

(M) **DOG**. Floppy-eared peke jingles when he's lovingly caressed, rolls his eyes. Softly stuffed with cotton. Brown and beige, 16".

4M — \$3.98

(N) **BEAR**. This laughing little pet has bells at his tummy, bow at his chin. Super-soft brown and gold body, eyes that move. 16".

4N — \$3.98

CAT. Cuddly pink and grey pussy, 16". 4N2 — \$3.98

MONKEY. Makes funny faces, jingles. 16". 4N3 — \$3.98

(P) **MICKEY MOUSE**. Beloved Disney character wears checked percale overalls and bells over soft plush body. Sani-foam stuffing, safe-painted features on molded vinylite face. 13".

4P — \$2.98

MINNIE MOUSE. Similar, in dotted dress. 4P2 — \$2.98

(R) **DONALD DUCK**. Bright, frolicsome character favorite in boy pants. He's wonderfully huggable, stuffed with Sani-foam. Washable vinylite bill and face. 13".

4R — \$2.98

PLUTO. Famous big ears, overalls. 13". 4R2 — \$2.98

By **GUND**

For happy hours of preschool learning

(A) DUDLEY THE DUCK by ALLADIN PLASTICS. He's animation-plus just about all over his big white body! A pull pet who rolls along on rubber-tread wheels, flaps his wings, bobs his neck, opens and closes his yellow bill to "quack, quack." 12". **5A — \$3.98**

BUCKY THE BRONC. Pull toy on wheel platform. Runs, kicks, bucks with hoof noises. Saran tail, main. 12" **5A2 — \$3.98**

(B) WHIRL-A-BLOCK CART. Alphabet and number blocks go round and round when this little plastic cart is pulled. Colors are gay, blocks are removable. **5B — \$1.98**

(C) DELUXE ROLL-AWAY. Brilliantly colored pull toy of two rows of round blocks with caterpillar humping action. Whirls even when folded. **5C — \$1.98**

(D) DESIGN-A-BLOCK. Box of 1½" blocks, all decorated safely with varied colored designs that provide creative fascination for babies. 25 blocks. **5D — \$2.98**

By J. DONALD BIEVER

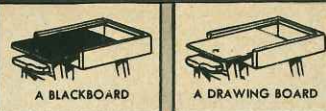
(E) TURN-A-GEAR. Has all the big musts for effective play — action, color, sound. 9 unbreakable gears are mounted on a 12" plastic square, mesh together when handle is turned. Interchangeable formations whirl into being as notched discs rotate. **5E — \$1.98**

(F) TEACH-A-TIME CLOCK. Child development masterpiece in bright plastic timepiece. Round "hour" numbers fit over imbedded pegs that tell the minutes, big white hands move. Playtime learning in finding correct spot for each number. **5F — \$1.29**

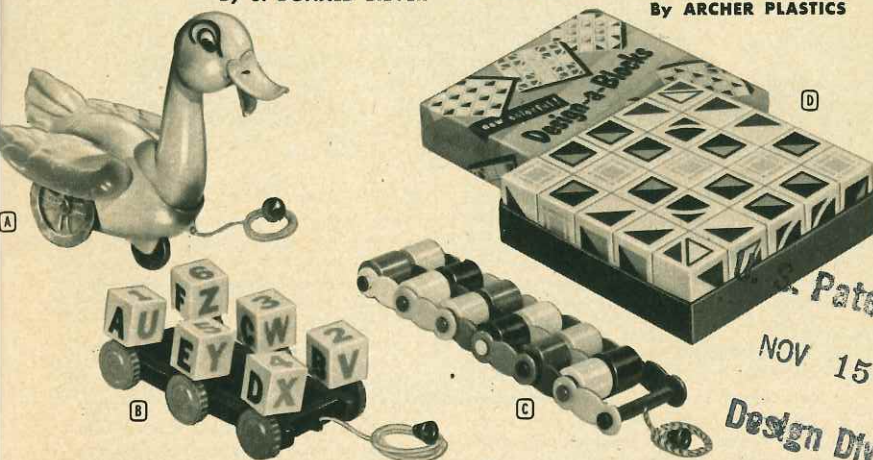
(G) ADD-A-COUNT SCALE. Clever, enticing introduction to numbers. Pointer registers right or wrong balance as number combinations are hooked onto arms. When weight of one side equals the other, numbers add to equal value. For ages 4-7. **5G — \$.98**

(H) CLIME-A-CLOWN. Watch these amazing 4-inch clowns climb on each other, do funny balancing acts. Each is different color with 12 interlocking features on their unbreakable, round-edge little bodies. Co-ordination value, creative stimulus. 7 clowns. **5H — \$.98**

By ARCHER PLASTICS



(K) PEG AND SLATE TABLE by PRESSMAN. Set up this unit in some quiet spot and your preschooler will play at drawing, pounding, scribbling, fitting for long, happily engrossed hours. Slate-table box is 24" high, attached seat is just child-height for sitting at work desk. Without top, the table is a handsome peg box, with nail set, gypsum board, mallet. Fit on the unbreakable top and it's a chalk board on one side, color board on the other. Includes eraser, chalk, crayons. Sturdy pine. **5K — \$3.98**

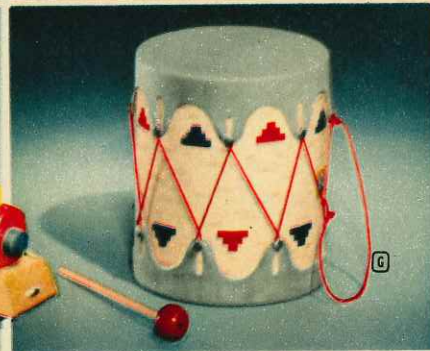
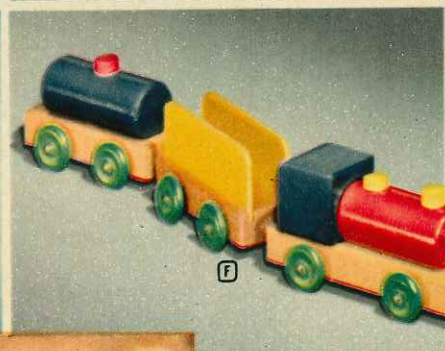
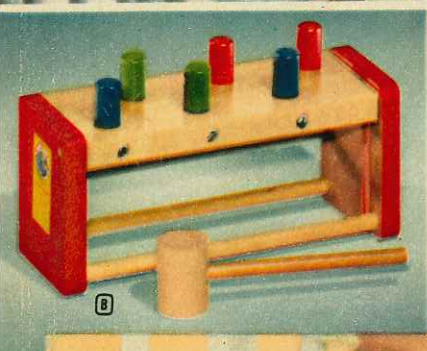
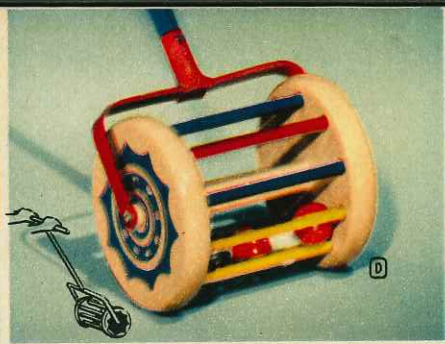


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SNAP BLOCKS by INTERNATIONAL. Let 'em invent their own toys, all different, with this stimulating construction set. It's a shining assortment of nontoxic plastic blocks, in geometric shapes, that snap together with strategically placed rustproof fasteners. Makes into hundreds of rolling, moving combinations in bright colors. **5J — \$1.98**

(L) ENGINEER SET. Challenging mechanical action unit with vast appeal to alert youngsters. Has 10 interchangeable action gears with shafts, makes into locomotive, tractor, steamboat or auto with realistic working parts. Big, full-color backgrounds provide the real look, noise-making ratchet provides the proper sound. Indestructible plastic parts. 17¼" x 11¼". **5L — \$1.98**

By PRESSMAN



**Give the right toy
at the right time**



(A) PLAYPEN RAIL TRAIN. Clip it onto railing, show Baby how to slide it along its ready-made track, and he'll want to learn to do it himself. Fastens securely, is always ready for absorbed play attention. Gay colors are nontoxic, surfaces are smooth, corners safely rounded. 6-18 mos. **6A — \$1.00**

PLAYPEN RAIL BOAT. Companion to the train, same safe action. **6A2 — \$1.00**

(B) POUND-A-WAY. Busy work favorite of all little mallet-swingers. Pegs for pounding cannot come out, get lost, and tension can be adjusted to growing strength of child. Set is finished in rainbow colors, all safe. 1-5 yrs. **6B — \$2.00**

(C) CRADLE SYMPHONY. The famous "Cradle Gym" now makes music as the infant works out on bright, safe bars, knobs, rings. Pulling makes objects bounce on springs, starts music box going. Builds back, arm, chest muscles. 3 mos.-1 yr. **6C — \$5.00**

CRADLE GYM. Without music box. **6C2 — \$2.00**

(D) PUSH-A-WAY. To steady the most uncertain steps, a rolling toy with wide, double-grip handle that stands up at just the right angle for little walkers. Colored bars go round and round, wooden balls inside the cage dance and clatter. 9 mos.-2 yrs. **6D — \$1.75**

(E) MUSIC-GO-ROUND. Brand new, original musical toy idea. Has 8 keys, 3 clappers whose positions can be changed as youngsters experiment with tone variations. Or keys can be lined up, played like a xylophone. Truly fine musical experience. 2 yrs. up. **6E — \$5.00**

(F) PONY TRAIN. Smooth hardwood engine, coal car and tank car all built for hardest use, most fun. Is a pull-toy for the tiniest, develops manual dexterity as floor model for older "choo-choo" experts. 18 mos.-4 yrs. **6F — \$2.00**

(G) TOM-TOM. Just 6" high and lightweight, here's a patable and poundable toy young and old will appreciate. Heads of drum are of fine rubber, produce mellow, resonant sound. Decorated with colorful Indian motif, has strong carrying cord, mallet. 21 mos.-6 yrs. **6G — \$1.75**

(H) COLOR XYLO. A brilliant little instrument in both tone and color, naturally fascinating to all children. Comes with color-keyed sheet music for easy reading of notes, learning relative positions of full octave of keys. Wide, strong playing bars are heavy enameled metal with nice tone, true pitch. Full 14" long, 2 wooden mallets provided. 21 mos.-7 yrs. **6H — \$2.75**

**A "RIGHT-TIME" TOY
By Childhood Interests**

Whatever the child's age, here are playthings that teach

(A) **TIMMY TIME.** 8-inch clock-face fun puzzle designed to help the child recognize numbers and colors, count and tell time. Numbered pieces removable from smooth wooden tray, cut to fit only when replaced in proper sequence. Hands move, big one points to hours, little one to minutes. 3-8 yrs. **7A — \$1.98**

(B) **U. S. MAP PUZZLE.** Big inlay tray map of smooth, washable plywood in attractive, nontoxic colors for long use. Removable pieces cut along state boundaries show each state name, correct location of capitals, main products and industries. Lots of learning while having fun. 4-10 yrs. **7B — \$3.98**

(C) **CLATTERWELL.** It stacks, it rolls, it rattles, and it's ideal as the first toy after the rattle stage. Just 7" high, its round colored blocks and wooden cage are completely safe. Tiniest tots will spend fascinated hours emptying and refilling it, watching and listening to it roll. 3-18 mos. **7C — \$1.98**

(D) **STACKING TELEPHONE.** So grown-up, so challenging to the imagination, so entertaining for tots with initiative! Unit fits together from 6 simple parts, looks and works like a real dial telephone. A purposeful outlet for small talkers who will converse long, interested hours. 2-5 yrs. **7D — \$2.98**

(E) **CANDY STICK TRAILER.** The whirligig rig a little one ever saw, and he's bound to want to walk with this action-alive pull-toy. Bigger toddlers will fit blocks together, take them apart. Blocks fit over pegs, rest on the wheels, flash brightly as they turn. 2-5 years. **7E — \$2.98**

(F) **FORM LOADING TRUCK.** Three-way developer for those very busy preschoolers. Round, chipproof blocks are its "load," each fitting only one slot. Helps little eyes and hands learn co-ordination, stimulates imaginative play, brings young muscles into action. 2-5 yrs. **7F — \$1.49**

By SIFO



(G) **POSTAL STATION.** The familiar corner mailbox, just 11" tall, all fixed up for hour-after-hour play concentration. Comes with blocks in assorted shapes and colors to be "mailed" by dropping into slots that fit. Colorful cord is used for stringing drilled blocks. 1 1/2-3 1/2 yrs. **7G — \$3.00**

(H) **COL-O-ROL WAGON.** Very streamlined pull-wagon that carries its own interesting building blocks. Indestructible cubes, cylinders and rods in bright, safe finish fit each other, make towers, bridges, trains. Teaches color-matching, too, as little balancing experts work busily. 2-5 yrs. **7H — \$3.00**

(J) **BLOCKS AND RODS.** A big, roomy tote-pouch that's even more intriguing to the small investigator than Mommy's purse. Out of it come 55 wooden block shapes — long ones, short ones, fat ones, thin ones, round ones — carefully sanded and polished. Little hands quickly learn the wonders of building. 1 1/2-3 1/2 yrs. **7J — \$2.50**

(K) **TOOT 'N PULL TUG BOAT.** Whistling steamboat with a paddle wheel cage that makes tiny balls dance when it rolls. This sturdy little craft blithely sails all imaginary rivers when pulled along by energetic captains, and they love to blow its singing whistle to announce their arrival! 1-2 1/2 yrs. **7K — \$2.00**

(L) **SPECIAL FREIGHT TRAIN.** Now very small fry can have a train — first love of all kiddies. This one is a lacquered wooden beauty to pull everywhere. Has engine, two gondola cars to load, caboose. Sections are connected by steel couplings the littlest trackman can manage. 1 1/2-3 1/2 yrs. **7L — \$3.00**

(M) **WAGON OF BLOCKS.** Favorite set of colored blocks roll merrily along in this 18" wagon. 10 different shapes to handle and study, 52 gay pieces to unload, stack, build, tumble, reload. Fine for beginning co-ordination of little muscles. Wagon teaches importance of storing blocks after use. 2-5 yrs. **7M — \$5.00**

By PLAYSKOOL 7



Soft and cuddly — to please

the very young

ToyTime 1954
Rec'd approx. Nov. 15, 1954

(A) **BANNISTER BABY.** Like Constance Bannister's enchanting photographs of wonderful babies everywhere, this brand new doll charms everyone with her real-baby actions. She drinks, wets, blows bubbles from a plastic pipe, cries, sleeps, moves her head, waves her arms and legs. Of molded vinyl, she's 18" tall, wears hooded terrycloth robe, booties, training pants and shirt. Nursing bottle, soap and pipe come with her in carrying case. 8A — \$9.98

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(B) **BABEE-BEE CARRYING CASE.** The minute she arrives, this little baby is all ready for play — because she comes in a sturdy model's hat case equipped with all her infant needs. She's the famous little rubber doll who drinks, wets, cries and sleeps (fully described at right), wearing soft yellow kimono, undershirt and panties. Packed with her are a wrinkle-free dress, slip, booties, change of diapers, bib, plastic diaper bag, nursing bottle, bubble pipe, soap, powder and a miniature baby scale. Complete. 8B — \$9.98



(C) **BABEE-BEE.** A chubby, huggable armful with wonderful sleeping eyes, rubber body with movable arms and legs; vinyl features that wash like the rest of her. Drinks from her bottle, wets her diaper, cries plaintively when squeezed, blows bubbles. A natural little charmer dressed in ribbon-tied layette sacque and knitted panties. Bib, soap, bubble pipe and bottle included. 13" tall. 8C — \$4.98

(D) **SO-WEE SET.** Such a tiny infant, so cuddlesome and helpless! She's 10" of tubbable rubber, drinks, wets, cries, blows bubbles if you let her. Accessories come with her, including hot-water bottle, nursing bottle, soap and dish, bib, pipe; teething ring. She wears a diaper. 8D — \$2.98

SO-WEE. Same features, jointed rubber, designed for very youngest. With bib, diaper, bottle. 8D2 — \$1.98

(E) **TOD-L-TWINS.** Here's a loving brother-sister pair with fat, round little 10½" bodies of washable vinyl. They stand up, have stationary plastic eyes, squeeze voices, come dressed in matching play tags over simulated underclothes. Together in carrying case. 8E — \$2.98



(F) **BETTY BOWS.** Through her hair she wears a yellow ribbon — and she's dressed in saucy bonnet, sundress and booties. Movable vinyl head, smooth-rubber, jointed body. Eyes have long lashes and close. She, too, blows bubbles, drinks, wets, cries. Nursing bottle, pipe come with her. 12" tall. 8F — \$3.98

(G) **SNUGGEE.** Wears the gayest baby pajamas ever, and makes a cheerful playtime, bedtime companion. Washable stuffed latex "skin" and molded rubber head with safe-painted features. She cries when squeezed, turns her head, eyes are stationary plastic. 14" tall. 8G — \$1.98

(H) **TOD-L-TOT.** Brown-haired, blue-eyed little boy to love and care for. He wears a diaper, has his own bottle. Will drink, wet, cry, stands up 10½" tall. Nontoxic painted features, stationary plastic eyes, one-piece molded vinyl body. 8H — \$1.19

(J) **PETER PAN.** The same elfish boy of storybook and Walt Disney fame, garbed in bright, green-painted suit, a real feather in his cap. 11" tall, molded vinyl, with stationary plastic eyes. Fine boy doll. 8J — \$.98

Very popular dolls and nursery accessories



A

(A) **BONNIE BABY** by **MADAME ALEXANDER**. From her ribbon-tied washable hair to her white kid booties she's a sweet, dainty, petite lassie. Her crisp organdie dress is lace-trimmed, tied with a satin sash, her feminine underwear is taffeta. Moves her eyes and sleeps, has jointed arms to cuddle around a little mother's neck. Soft plastic body, in four sizes: 17", 9A - \$9.98; 19", 9A2 - \$12.98; 24", 9A3 - \$19.98; big 30", 9A4 - \$22.98.

(B) **RICKY, JR.** by **AMERICAN CHARACTER**. What avid TV fan doesn't already know and love this little boy doll whose parents are the famous Lucy and Desi? He's lovable and does everything the real Ricky, Jr. does - from crying, wetting, blowing bubbles and taking a bath to closing his lash-fringed eyes and sleeping. Silky hair is rooted, will wash and comb, body is fine vinyl. He wears rompers, shirt, play sandals. 17" tall. 9B - \$10.98
21" SIZE. 9B2 - \$15.98



B



C

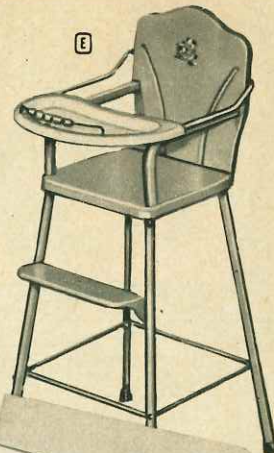
(C) **TINY TEARS**. The fabulous little doll, a star pupil at the "Ding-Dong School," who weeps real tears as she cries, blows soap bubbles, wets her diaper. She's completely lovable because she seems so real. Can be fed, squeezed, bathed, kept happy with a pacifier in her rosebud mouth, put to sleep. Comes dressed in cotton playsuit with complete layette in traveling suitcase. Fully jointed, velvetlike skin, plastic head with soft, curly hair. 13 1/2" tall. 9C - \$11.98
16" SIZE 9C2 - \$14.98
20" SIZE 9C3 - \$17.98
WITHOUT WIG, 13 1/2", in gift box with layette. 9C4 - \$7.98
By **AMERICAN CHARACTER**



D

(D) **DOLL-E-CRIB**. For her best dolly! Sturdy all-steel construction with smooth finish. Fairy-tale decorations. Adjustable dropside. Colorful play beads, link springs, swivel casters and a puffy, washable mattress. 26" long, 23" high. 9D - \$9.98
(E) **DOLL-E-HICHAIR**. Holds her biggest dolly! 30" high, all steel construction. Looks like a real one! Has nonskid rubber feet, movable feeding tray with play beads, splashguard, movable top, steel accessory tray, accessories, rubber feet. 27" high. 9E - \$3.98
26", SIMILAR, without beads. 9E2 - \$2.98
(F) **DOLL-E-BATH, deluxe**. So realistic! "Little Mother" will love this for Dolly's bath. Plastic tub on steel frame holds water, has on-and-off drain hose. Many pockets, splashguard, movable top, steel accessory tray, accessories, rubber feet. 27" high. 9F - \$4.98
SAME, without tray, accessories. 9F2 - \$3.98
(G) **DOLL-E-FEEDER**. A must for every little homemaker. This 43-piece set contains everything for Dolly's feeding in perfect miniature - including 6 miniature Evenflo baby bottles complete with nipples, caps, sealing discs! Realistic utensils, sterilizer, plus accessories. 9G - \$2.98

By **AMSCO**



E



F



G



Winsome Ginny – and her go-everywhere clothes

(A) **GINNY by VOGUE DOLLS.** She's a pert little doll miss, only 8" tall, who has outfits for every imaginable occasion, all adorably smart, complete with tiny accessories. Mentioned here are just a few of the go-everywhere clothes she has. Her body is all-over plastic, she stands by herself, sits, walks, and her lovely eyes open and close. Her pretty Dynel hair can be combed, dampened and reset. Specify blonde or brunette, pigtails or bangs. Ginny in panties, shoes and socks.

10A – \$1.98

ILLUSTRATED outfits, without doll:

(B) Plaid school dress	10B – \$1.59
(C) Sweater, skirt and cap	10C – \$1.59
(D) Sunday church dress	10D – \$1.98
(E) Ice skating outfit	10E – \$2.50
(F) Blue jeans	10F – \$1.98
(G) Television costume	10G – \$2.50
(H) Velvet-taffeta special	10H – \$2.50
(J) Can-can dancing dress	10J – \$2.98
(K) Rain togs	10K – \$1.59
(L) Organdy party dress	10L – \$1.59

EXTRAS for Ginny, not illustrated:

Ballet costume	10X1 – \$2.50
Cowgirl clothes	10X2 – \$1.98
White fur coat, muff, hat	10X3 – \$2.98
Bridal gown	10X4 – \$2.98
Overnight clothes in case	10X5 – \$1.00
Dutch girl costume	10X6 – \$1.98
Nurse's uniform	10X7 – \$1.59
Shorts and blouse	10X8 – \$1.59
Ski outfit	10X9 – \$2.50
E-Z-Do wardrobe, hangers	10X10 – \$3.98



(M) **WARDROBE TRUNK.** A neat piece of little-girl luggage containing Ginny and a well-rounded wardrobe. Fitted with drawer, hat shelf and hangers, stands 12" high, has carrying handle. Includes rain slicker and sou'wester, boots, dresses, hats, bathrobe, slippers, nightie, playsuit, extra shoes and socks, cosmetic cape and tiny curlers.

10M – \$14.98

(N) **TRIP MATES.** All sorts of smart travel carry-alls to take Ginny where she wants to go are packed in one box. There's a garment bag with 6 hangers, a plaid car bag, swag bag with handles, a round carrying case for hats. Every piece has a real zipper.

10N – \$3.98



Always lovable personalities

RAGGEDY ANN AND RAGGEDY ANDY by GEORGENE NOVELTIES. Forever and ever the favorite rag doll twins that children never want to give up. Here they are with all their lovable features: carrot-top yarn hair, shoe-button eyes, happy-go-lucky smiles, soft, huggable stuffed bodies, country-style clothes — just as in the story books.

(A) ANN. 15", dressed in white percale pinafore over flower print. 11A — \$2.98; 20", 11A2 — \$3.98

(B) ANDY. 15", dressed in blue button-on pants, school-boy plaid shirt. 11B — \$2.98; 20", 11B2 — \$3.98

(C) JERRY MAHONEY by JURO NOVELTY. Exact replica of the wise-cracking ventriloquist dummy with a movable head and mouth. He'll provide laughs galore for his friends. Wears a snappy two-tone flannel and gabardine suit, white shirt with tie, shoes. Comes with instruction book. 24" tall. 11C — \$6.49

VALISE. Same doll in carrying case, with bathrobe, baseball outfit, graduation gown and cap. 11C2 — \$14.98

(D) IDEAL'S 23" BABY BIG EYES. Bundled up snugly in her soft, soft blanket, she's just waiting to be cuddled and carried off by a proud little mother. Her eyes are so big and so expressive that you almost hate to see her close them. She wears a dainty nightgown over her diaper, can cross her hands and suck her chubby thumb. Rooted Saran wig can be shampooed, brushed and combed, and her soft vinyl-coated body is completely washable. Green or maize blanket. 11D — \$11.98

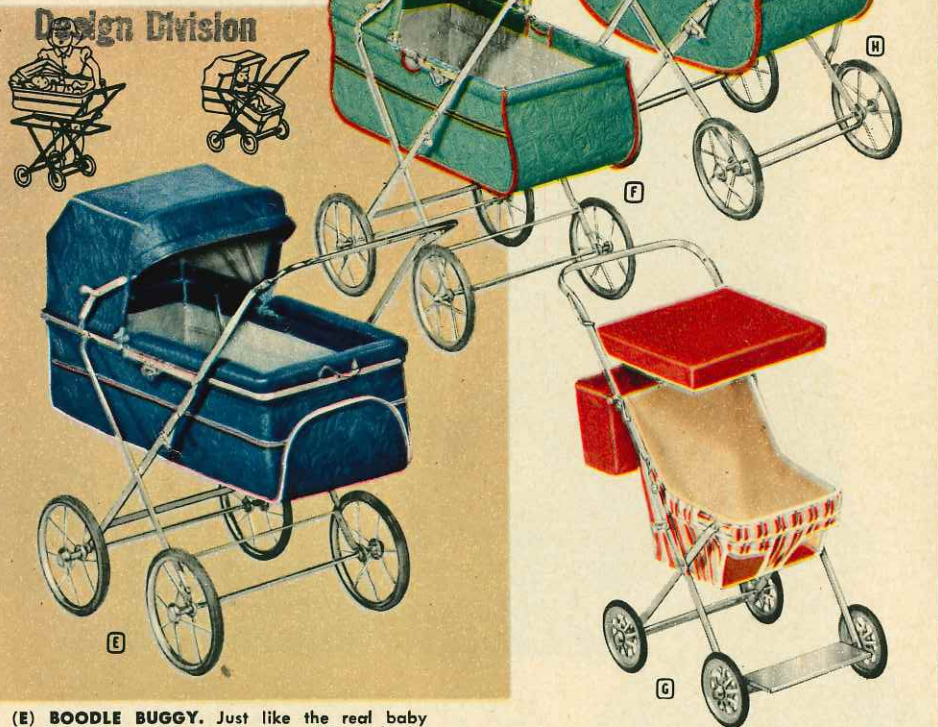
CHRISTENING OUTFIT. Same doll in long organdy ruffled dress, lace-trimmed sweater and bonnet. 11D2 — \$14.98



Real buggies in doll size U. S. Patent Office

NOV 15 1954

Design Division



(E) **BOODLE BUGGY.** Just like the real baby Booodle Buggy, it features the same lift-out body, the same drop-front that turns it into a stroller, hand brake, 30" chrome pusher, padded half-rail and easy-fold collapsibility. 4-bow canopy with visor, 8" wheels, 5/8" tires, painted aluminum frame, body 25" x 13" x 9". Specify blue, grey or turquoise. 11E — \$9.98

DELUXE BOODLE BUGGY. Real Duchess gear, foot brake, extended-front body, 23 1/2 lbs. 11E2 — \$14.98

(F) **FOLDING DOLL CARRIAGE.** Push a lever and the front of the neat Sealstuf body drops to make a stroller. Sturdy steel collapsible frame, 29" pusher height. Foot brake, 7" wheels, 1/2" tires, 4-bow canopy. Specify blue, grey or turquoise. 11F — \$7.98

(G) **STROLLER.** Holiday-gay in multi-striped heavy plastic with solid green or red shopping bag, big canopy. Gives that smart, girl-about-town feeling. Collapsible, easy to fold, quality steel frame and 22 1/2" chrome-plated pusher. 4" wheels, 3/8" tires. 11G — \$4.98

(H) **DOLL CARRIAGE.** Easy-to-fold, collapsible buggy with Sealstuf body, aluminum-painted frame, steel pusher, hand brake, conventional gear. Has 3-bow canopy, 5" wheels, 3/8" tires, 20 1/2" pusher height. Blue only. 11H — \$4.98
By WELSH 11



(A) **LIFE SIZE SWEET SUE.** A dream-come-true doll as tall as a 3-year-old child, she'll live in your house as a cherished keepsake, never to be discarded. She's made of vinyl and plastic, has real knee and elbow joints, can bend, kneel, sit, stand by herself, walk, move like a real child. Her big eyes close, her rooted Saran hair can be washed, beautifully set, combed. She's dressed in the height of fashion, with felt bonnet to match her lace-trimmed taffeta dress. 31" tall. 12A—\$29.98

(B) **SUNDAY BEST.** Sweet Sue is all charm and grace, dressed in rose and blue taffeta, matching panties, nylon blouse and pockets, colored suede shoes, white socks. She's made of durable plastic and has long rooted Saran hair flowing under her flower-trimmed hat. Her eyes close and she walks. 4 sizes: 15", 12B—\$8.98; 18", 12B2—\$10.98; 22", 12B3—\$13.98; 25", 12B4—\$15.98.

Both "Ding-Dong School" stars by **AMERICAN CHARACTER.**



(C) **IDEAL'S TONI WALKER.** Now America's popular, original Toni-permanent doll walks, turns her head as she goes, sits down like a demure little lady, even walks backwards. When she wants a new hair style, her blonde nylon wig can be shampooed, given a real Toni permanent. Has a complete kit of wave solution, tissues, shampoo, curlers, comb, directions. All plastic, wears high-fashion dress, slip, undies, socks, shoes. 4 sizes: 14½", 12C—\$9.98; 16½", 12C2—\$11.98; 19½", 12C3—\$14.98; 21½", 12C4—\$17.98



(D) **BRIDE DOLL** by R & B. Into every doll's life comes wonderful romance, then a beautiful wedding with the bride a true vision of loveliness. And here she is in traditional white gown of mousseline de soie and lace, satin cap, finger-tip veil. She wears a pearl necklace, carries a tiny nosegay with ribbon streamers. Her all-plastic body has movable joints so she can walk down the aisle, and her Saran hair washes and curls. 4 sizes: 15", 12D—\$8.98; 18", 12D2—\$11.98; 23", 12D3—\$14.98; 25", 12D4—\$17.98



(E) **AMERICAN BEAUTY** by **AMERICAN CHARACTER.** Magnificently gowned for a really big ball. Another "Ding-Dong School" pupil, unbreakable plastic, with rooted Saran hair. White brocaded bodice, peplum cover lavishly ruffled skirt of nylon tulle with taffeta underskirt. Neckline is faced with satin. Underneath, she has hooped slip, taffeta panties, dancing slippers. Blue or rose skirt. She walks. Sizes: 15", 12E—\$12.98; 18", 12E2—\$15.98; 22", 12E3—\$18.98; 25", 12E4—\$22.98

Pretty walking models

(A) **BINNIE WALKER.** She's an ultra-smart wintertime traveler in gabardine princess-style coat over a taffeta dress. Slippers are black suede, muff matches her leopard plush hat. She walks and moves her head from side to side, closes her eyes. Body and head are of finest hard plastic, with jointed arms and legs. Rooted Saran hair will wash. She carries a hat box of curlers and comb. Sizes: 15", 13A — \$9.98; 18", 13A2 — \$13.98; 25", — \$18.98

(B) **BINNIE WALKER.** Here she is in her summer outfit for traveling, a gay striped cotton with contrasting pinafore, pert straw hat, white wrist gloves, black suede shoes, socks. Her hat box contains comb and curlers for fixing her lovely rooted Saran hair after it's washed. She walks with poise, turns her head from side to side, can move and close her lashed eyes. Fine, hard plastic in 3 sizes: 15", 13B — \$9.98; 18", 13B2 — \$13.98; 25", 13B3 — \$16.98

By MADAME ALEXANDER



Newest in luggage for her and her dolls

U. S. Patent Office
NOV 15 1954
Design Division

(C) 14" **WALKING DOLL IN SUITCASE** by VALENTINE. A young lady who's going places and attracting attention. Turns her head from side to side as she walks, can stand by herself and sit down. She's all plastic, and her honey blonde Saran hair can be curled and combed. Over it she wears a small net hat to match her taffeta party dress. Wardrobe trunk with drawer for accessories holds the doll, a two-piece pedal-pusher outfit, sunback dress with stole, print picolay street dress, white shoe skates, extra socks. 13C — \$7.98

(D) 12" **OVERNIGHT CASE.** A little lady's delight with fitted pocket in the lid, sleek, two-tone textileleather, real lock and key. Has padded sides with saddle stitching. Red and powder blue. 13D — \$3.98

(E) 8" **BOBBY BOX.** Has either clock design or kitten squeaker that meows, for a very little miss's use for Dolly's things. Catch fastening, gay colors, contrasting binding. 13E — \$1.39

(F) 12" **BOBBY BOX.** Just the case for carrying to dancing school. Holds practice costume, slippers, room to spare. Dancing girl or toe-slipper design, assorted colors. 13F — \$1.79

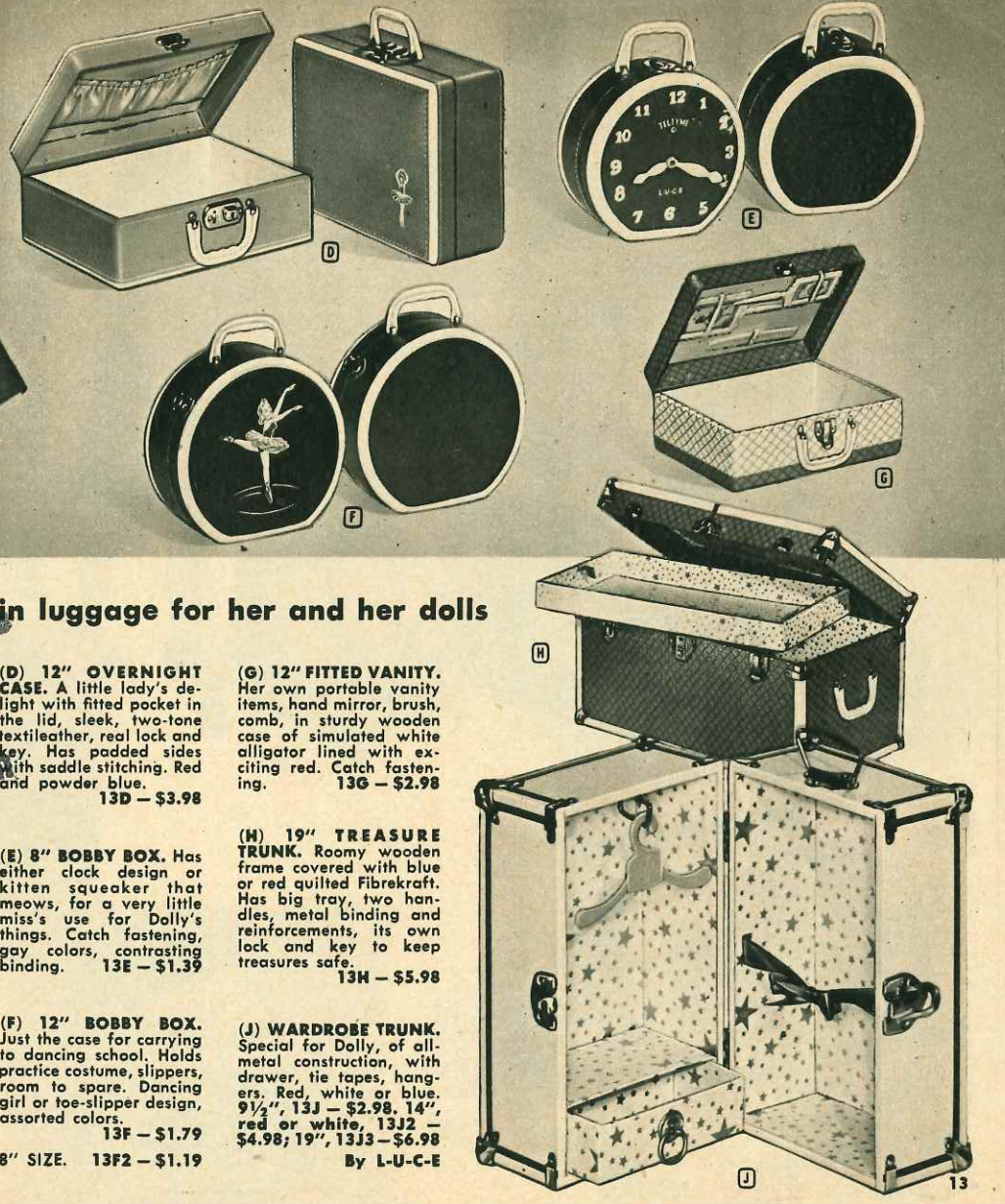
8" SIZE. 13F2 — \$1.19

(G) 12" **FITTED VANITY.** Her own portable vanity items, hand mirror, brush, comb, in sturdy wooden case of simulated white alligator lined with exciting red. Catch fastening. 13G — \$2.98

(H) 19" **TREASURE TRUNK.** Roomy wooden frame covered with blue or red quilted Fibreknaf. Has big tray, two handles, metal binding and reinforcements, its own lock and key to keep treasures safe. 13H — \$5.98

(J) **WARDROBE TRUNK.** Special for Dolly, of all-metal construction, with drawer, tie tapes, hangers. Red, white or blue. 9 1/2", 13J — \$2.98. 14", red or white, 13J2 — \$4.98; 19", 13J3 — \$6.98

By L-U-C-E



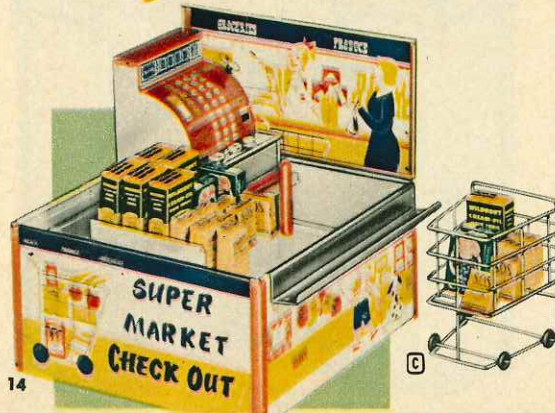
Let's play store



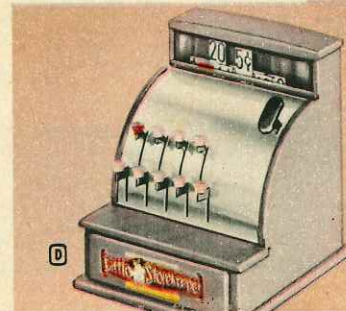
A



B



C



D



E



F

(A) **HOWDY DOODY GENERAL STORE** by **FAMOUS SPECIALTIES, INC.** There's room for 2 busy junior clerks in this heavy corrugated board playstore. Has sturdy stool, cash drawer, workable wall clock, a stock of 24 national brand miniature cartons, lots of Howdy Doody money. 55" x 36" x 23 1/2", assembles easily. **14A - \$3.98**

(B) **DOLL-E-SHOPPER** by **AMSCO.** To market, to market, she goes with her cart - and see all the famous-name packages to be found in the lift-out basket! Shiny, heavy-gauge metal cart is 24" high, rolls on ball-bearing casters and rubber tires, has built-in seat, movable tray. Truly a realistic toy! **14B - \$4.98**

(C) **SUPER MARKET CHECK-OUT COUNTER** by **KAMKAP.** All set up for handling customers just as they see it done in big super markets. In one self-contained unit are a toy cash register, lever for pulling groceries forward. Comes with tiny real-product boxes, metal pushcart, play money, even paper sacks. **14C - \$6.98**

(D) **CASH REGISTER** by **WESTERN STAMPING.** Brings jingling, true-to-life sound, thriving business look to their play store. Bell rings, drawer pops open when real pushbar is tapped, amounts show in unbreakable

plastic window when keys are punched. Bright coins included. 7 1/4" high, metal and chrome, rubber feet. **14D - \$2.98**

(E) **TYPEWRITER** by **BERWIN.** Just turn the dial, the machine does the rest. A favorite toy to combine industrious learning, enjoyable play. Uses real typewriter ribbon that can be changed, will type in red and black, results are professional looking. Strong metal construction, 10" x 7" x 5 1/4". **14E - \$4.49**

(F) **LITTLE COUNTRY DOCTOR KIT** by **TRANSOGRAM.** Familiar "little black bag" and its intriguing contents in a new, realistic version for junior "men of medicine." Contains all the important instruments in safe plastic, doctor's uniform, diploma, many items for simple "treatments." Rigid plastic bag 10 1/2" long, fold-down handle. **14F - \$2.98**

NURSE KIT. Similar, white or red case. **14F2 - \$2.98**

(G) **DOUBLE BELL PLAY TELEPHONE** by **H. N. HILL BRASS.** An important accessory for any store, all metal with return dial that rings double bells. 6 1/4" x 4 1/4" x 4 1/4". **14G - \$.98**

(H) **CRAFTSMAN PRINTER SET** by **SUPERIOR MARKING.** 150 pieces of rubber type, 43 wood-mounted outline capitals, figures 5/8" high, everything for making play-store signs. **14H - \$1.98**



Now even a 4-year-old, with a helping hand from Mother, can make famous-name baked goodies! Each set complete with all necessary utensils, ingredients, recipes. **By MODEL-CRAFT**

(A) **PILLSBURY CAKE MIX SET.** Makes white, yellow and fudge cakes with wonderful, just-add-milk mixes. Has 40 pieces, provisions for 9 cakes and delicious toppings. **15A — \$2.98**

(B) **JELL-O DESSERT SET.** Famous household word speaks up for junior-miss cooks. Contains piecrust mix for 4 pies, chocolate pudding, vanilla-coconut pie filling, raspberry gelatin, tasty decorations. **15B — \$2.98**

(C) **NESTLE COOKIE SET.** Now she can stir up 144 mouth-watering cookies quick as a wink. Includes 9 packets of mix, chocolate morsels, Rice Krispies, spices, toppers. **15C — \$2.98**

(D) **JUNKET CANDY MAKER SET.** Contains 3 packages of real frosting mix that makes smooth, super-delicious candy every time. Rice Krispies add taste variety, wooden mold, decorations are fun to use. **15D — \$2.98**

(E) **CAMPBELL KIDS COOKING SET by AMSCO.** Everything to delight a junior chef's heart, including 6 kid-size filled cans of Campbell's soup, real Wear-Ever saucepan, cook book, chef's hat and apron, soup bowls and spoons. Pantry-shelf cupboard. **15E — \$4.98**

(F) **ELECTRO-MIX BAR SET by PLAYMAKERS.** Real battery-operated mixer with rustproof agitator that can whip up the kiddies' milk drinks, fruit fizzes, beat their cake batter. Includes 2 tumblers, straws, chocolate syrup, recipes, batteries. **15F — \$4.98**

(G) **ELECTRIC STOVE by METAL WARE.** For actually baking the goodies mentioned at left, an enameled range with 3 top burners, separate element beneath insulated oven. Heavy welded steel, heats safely to 300°, UL approved. Singing teakettle, 6 utensils, cookbook. 15" high. **15G — \$9.98**

DELUXE MODEL. Has top light, switches, chrome trim, peach top, 12 utensils. **15G2 — \$12.98**

**Now they're
cookin'
in miniature**



More fun for little miss housekeeper

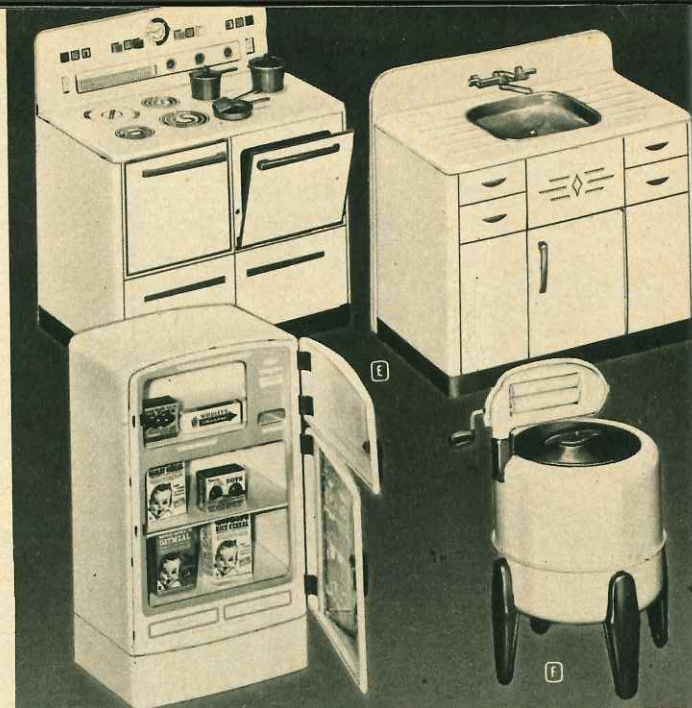
(A) **DOLL-E-DOFLOOR.** Makes good housekeeping fun! There's plenty of excitement for eager young homemakers in this realistic housekeeping set. Child-size sweeper really cleans! Long-handled triangular mop, broom, dust pan, fluffy hand duster and plastic apron are just like Mother's. Includes such famous cleansers (filled packages) as Ajax, Vel and Brillo. Complete. **16A — \$2.98**

DELUXE DOLL-E-SWEEPER. Really cleans! Rubber bumper protects furniture. 7 3/4" wide, 24" hardwood handle. **16A2 — \$1.98** by AMSCO.

(B) **LITTLE SWEETHEART** by MODERN CARPET SWEEPER. Has all the modern style and work features of a big sweeper but is designed especially for efficient junior-miss housekeepers. Streamlined steel body is durable, has a rubber bumper to protect furniture, works quietly on rubber-tired wheels. Can be adjusted for high and low nap, opens wide for easy emptying. **16B — \$2.98**

(C) **DOLL HOUSE** by T. COHN. A comfortable two-story home in metal for the most particular owners. It's lithographed in attractive, modern colors, and windows and doors on the ground floor open and close. Boasts a swimming pool with slide, sun deck with umbrella, 2-car garage, simulated tile roof. Its 7 rooms, including nursery and laundry, are furnished with 27 pieces of large plastic furniture that little homemakers can arrange and rearrange to suit their fancy. House is 28 1/2" long, 16" high, 10 1/2" wide, easily moved. **16C — \$4.98**

(D) **TYPEWRITER** by WESTERN STAMPING. More than a toy, it's a finished machine of regulation-size action, junior-size price. Letter keys are arranged just as in a standard keyboard, spools take regular 1/2" ribbon. Has ball-bearing carriage, ribbon reverser, shift keys and space bar. A truly thrilling gift. Portable model, 10 1/4" wide, 6" high. **16D — \$19.98**



(E) **3-PIECE KITCHEN SET.** To furnish some little girl's kitchen, here are the important big units in heavy-gauge lithographed metal. All have working parts, accessories, white with red. Stove is 12" high, refrigerator is 13 1/2", sink, 10 3/4" (see descriptions below). **Set, 16E — \$5.89**

STOVE. Hinged oven door, 6 plastic utensils, 4 workable push-buttons. **16E2 — \$1.98**

SINK. Swivel-type faucet runs water, basin has stopper, hinged door. **16E3 — \$1.98**

REFRIGERATOR. Doors open, has plastic cube tray, play food packages. **16E4 — \$1.98**

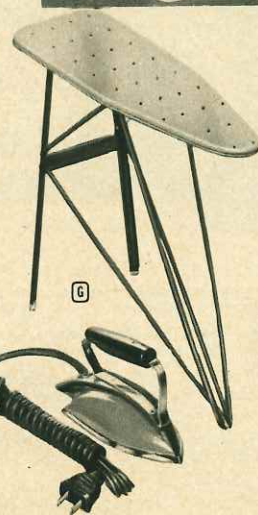
(F) **WASHING MACHINE.** Companion to the kitchen unit in the same heavy-gauge metal and bright finish. Real agitator will swish Dolly's clothes clean. Plastic see-through top, adjustable ringer, hard rubber rollers. 12" high. **16F — \$2.49**

(G) **IRONING BOARD AND ELECTRIC IRON.** Ironing's fun with her own UL approved red-enamelled 5 1/4" iron and a child-height board. Has sturdy red folding legs, white enameled top 8" wide, 27 1/4" long. Heavy-gauge steel, 22" high. **Set, 16G — \$2.98**

DELUXE ELECTRIC IRON. Heats to safe heat. Chrome-plated, 6 1/4" long. Bakelite handle. **16G2 — \$2.69**

IRONING BOARD COVER. Flannel-backed, snug-fitting, for board above. **16G3 — \$.49**

By WOLVERINE



What's in a dream kitchen for little girls?

(A) **RIGHT-SIZE STOVE by TOYMASTER.** Parents' reward for this special plaything will be the ecstatic look of sheer delight on a little girl's face the minute she sees it. It's specially designed for standing-up play at comfortable child height. Heavy white corrugated board, water-repellent covering on top surface and splashboard. Oven door opens, 5 knobs at front show "off" and "on," and there are 4 simulated top burners. Comes with a practical selection of lightweight metal utensils including coffee percolator, frying pan, cake pan, muffin tin, measuring cup, cookie cutters, spatula, stirring spoon. 24" high, 14" across. **17A — \$4.98**

(D) **IDEAL'S CHINA CABINET.** To positively entrance those bustling, preteenage homemakers, give them this beautifully fitted metal kitchen cabinet. It has so many separate pieces — dishes, utensils, canisters, flatware — that children can play 'til their heart's content. 2 cabinet doors and plastic utensil drawer open, big storage space at bottom is shelved, top has 3 open shelves. Included are colorful plastic tea set and flatware service for 4 plus a pantry set of mixing bowl, canisters, fitted spice rack, juicer, casserole, strainer, turner, salad set, measuring cup. 21 1/4" high, 16" wide. **17D — \$5.98**

(B) **REGENCY TEA SET.** Fit for a queen's service, it's an inspiration to junior miss hostesses. Complete service for 4 with 42 life-size pieces of durable plastic in gleaming gold-metallized finish on white. What's more, it comes in an open-front box that looks just like Mother's china closet, stands 22 1/2" tall. Includes flatware as well as goblets, sugar and creamer, teapot, salt and pepper shakers, plates, butter dishes, cups, saucers, napkins. **17B — \$4.98**

(C) **POTTERY SET.** Big, real-table size service for 4 in quality plastic of rich desert-tone colors. Has "silverized" flatware, with cake knife and butter knife. Pottery pieces even include goblets and teapot. Also 4 paper napkins. **17C — \$2.98**

By WORCESTER TOY

(E) **KIDD-E-KITCHEN by AMSCO.** Loved by little girls! Mother's little helper can do the dishes safely — for this gay 26-piece set provides her with plates, cups, saucers, knives, forks, spoons . . . and everything for washing them! Includes realistic miniature Rubbermaid drainboard mat, dishpan, dishrack, strainer, dishmop, bottle brush, Morgan-Jones dish-towel and dishcloth, DuPont sponge, ruffled plastic apron and small filled containers of Vel, Ajax and Brillo. All her needs come packed in a sturdy cabinet box, 18 3/4" x 14 3/4". **17E — \$2.98**

17E — \$2.98



B



D

U.S. Patent Office

NOV 15 1954

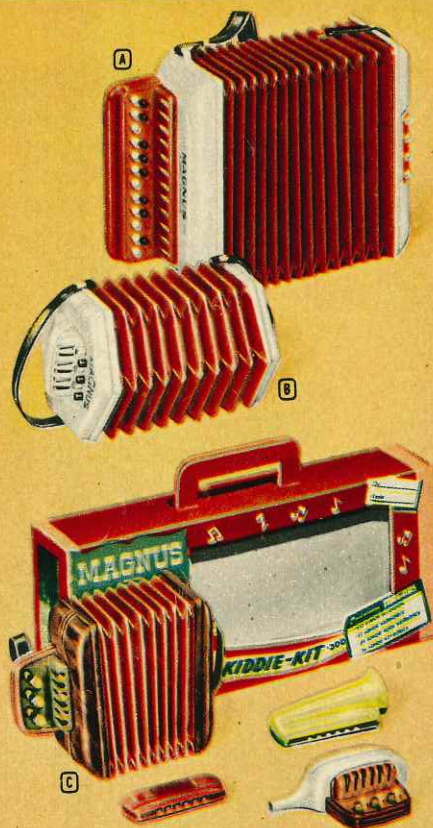
Design Divis



E



C



(A) **STUDENT ACCORDION.** Actually a small-scale professional instrument, easy to learn, with chromatic range of full octave and a half, full instructions. Of rich plastic with long-lasting bellows, has 20 treble buttons, 4 bass, conventional reeds and tuning. All notes push and pull, sound vibrantly. Straps adjust.

18A — \$12.98

SUPER ACCORDION. 10 buttons. 18A2 — \$3.98

(B) **CONCERTINA.** Delightfully entertaining hand instrument with 6 melody keys, bass key. Amazingly rich tone for its size, 3 3/4" in diameter. Works easily, comes boxed with full instructions.

18B — \$2.98

(C) **MUSICAL KIDDIE KIT.** Contains 4 junior-size musician's toys in carrying case! Junior accordion, harmonica horn, harmonica, key-monica. A concert group with real value.

18C — \$2.98

By MAGNUS

18



(D) **BABY GRAND PIANO.** An elegant, gold-colored miniature with sparkling mirror panel front, 25 black and white plastic keys. Little ones will play it in the grand manner of concert pianists, enjoy its fine musical tone. 2 full octaves, 13 3/4" across.

18D — \$5.98

(E) **BABY GRAND PIANO.** Children can play songs immediately on colored plastic keys by following colored notes in special song book. 10 keys, mirrored front, walnut finish, wooden frame, 11" across.

18E — \$2.98

(F) **XYLOPHONE.** 12 rainbow-colored steel keys are supported in a yellow wooden frame that stands on little legs. Produces clear, bell-like tones when played with round-headed sticks. Has its own color-keyed learn-how book of familiar songs. 18 1/2" long.

18F — \$2.49

8-KEY XYLOPHONE. Similar, blue. 18F2 — \$1.49

By SCHOENHUT

Big musical performance

(G) **MARY HARTLINE COSTUME** by HERMAN ISKIN. The kind of glamorous costume that sends little girls off in wonderful dreams of exciting lives. This is a copy of the famous Mary's outfit, in washable rayon gabardine. Stark white musical staff and notes highlight the skirt and sleeves. Comes with shiny metal baton. Even sizes, 2-14.

18G — \$4.98

(H) **PHONOGRAPH** by CARRON. A new low price for high-quality performance. 8 1/2" turntable plays kiddie and standard records up to 12". Has balanced tone arm that protects records, gives them longer wear. The over-powered motor with free-wheeling idler will give hundreds of trouble-free playing hours. Sound reproducer has excellent tone, can take energetic handling by youngsters. In strong, portable carrying case covered in simulated alligator. 13 1/2" x 11".

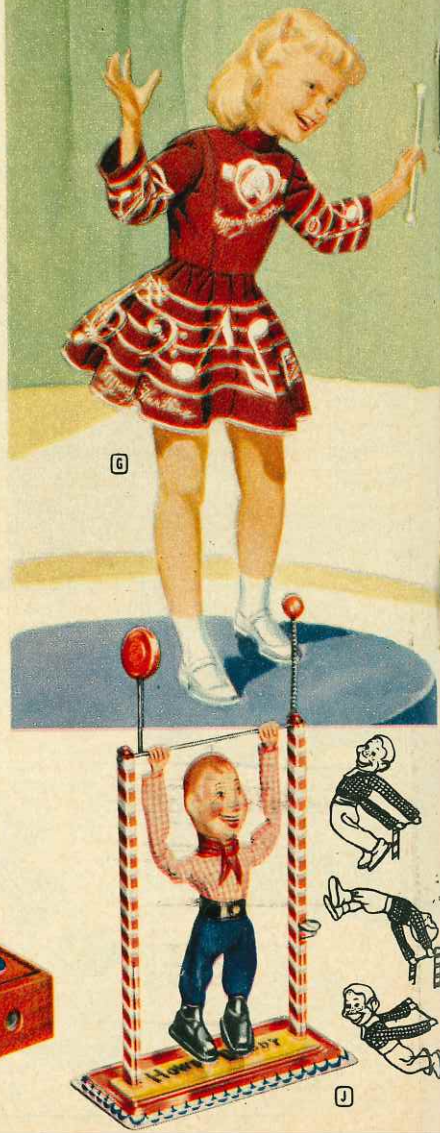
18H — \$9.98

(J) **HOWDY-DOODY ACRO-DOODLE** by TOY & NOVELTY ASSOCIATES. He brings his own fun and excitement with him as this colorful TV personality performs by the mere push of a button. Acrobatic actions include swinging, balancing, somersaulting over the metal bar. 16" frame. Howdy's safe for the little ones, has no sharp edges, is sturdily constructed.

18J — \$3.98



H



J



Featuring delightful music
played on real instrument toys

Real instruments designed for children's beginning musical enjoyment. No lessons needed. Gold and silver finished, break-resistant plastic, music book, carrying case. **By EMENEE**

(A) **UKULELE WITH ARTHUR GODFREY PLAYER.** Professional in size and tone, regular tuning pegs, felt pick. Godfrey player snaps on to simplify playing. **19A — \$4.98**

(B) **GOLDEN GLOCKENSPIEL.** Delightfully musical, to be played indoors as xylophone, outdoors for marching music. Solid frame, perfectly tuned metal bars, mallet. **19B — \$3.98**

(C) **GOLDEN TUBA.** Deep-toned yet lightweight, this big bass instrument is easy to play, has 8 valves for true octave of notes, instruction book. 3 feet high. **19C — \$14.98**

(D) **GOLDEN TRUMPET.** Looks and sounds professional yet is easily played. Has four playing valves, regulation mouthpiece, music rack and its own mute. 13" long. **19D — \$3.98**

(E) **EBONY AND SILVER CLARINET.** Made with 14 hand-tuned brass reeds for a full, melodic scale of play. Just 17" long, with regular keys and fittings. **19E — \$3.98**

(F) **GOLDEN SLIDE TROMBONE.** Over 27" long, plays notes automatically as solid brass slide is operated by watching dial indicator. Fun to play. **19F — \$6.98**

(G) **SILVER SAXOPHONE.** Looks every bit of its 17" the real thing. Has a fine tone, full scale of play, 2 triple-reed harmony chords. Adjustable strap, hook. **19G — \$5.98**





Beginners' bikes

Finest tubular steel construction with baked-on enamel. All have ball-bearing front wheels (except Oilite in sidewalk bike), punctureproof, 1 3/4" semi-pneumatic tires, riveted steel-wire spokes, new step plate, fender shields and mudguards, adjustable seats and handlebars. Shipped express.

(A) **VELOCIPEDE.** A rugged play-packed value. Red only. 3 sizes: 10" (1 1/2-3 yrs.), 20A - \$10.98; 12" (2-4 yrs.), 20A2 - \$11.98; 16" (3-5 yrs.), 20A3 - \$12.98

(B) **DELUXE.** Added features of molded-rubber, coil-spring seat, Oilite rear bearings, chrome handlebars with guards, 2-piece pedals, truss rods. Dubonnet. 12" (2-4 yrs.), 20B - \$15.98; 16" (3-5 yrs.), 20B2 - \$17.98; 20" (5-8 yrs.), 20B3 - \$19.98

(C) **ROADMASTER SIDEWALK BIKE.** Removable cross-bar converts this beauty to girl's model. Features removable outrigger, luggage carrier, scuff rail, roller chain with guard, adjustable crankhanger, Oilite bearings, chrome trim. Dubonnet. 16", 5-8 yrs. 20C - \$27.98

By JUNIOR TOY

(D) **GENE AUTRY BRONC SADDLE by BANDWAGON.** Fits all kids' bikes. Western-stamped molded vinyl, neutral color. 20D - \$2.98

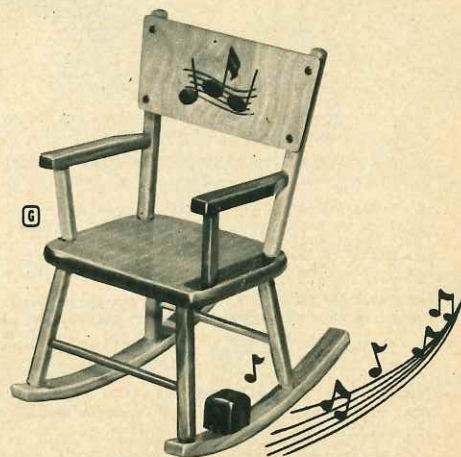


Furniture to fit the playroom

(E) **TABLE AND CHAIR SET by CONNOR LUMBER & LAND.** As practical for children's enthusiastic use as it is pretty to look at. Of finest, strong Northern Hardwood in authentic colonial design. The 2 child-size seats are 12 1/2" from floor, have comfortable arms, reinforcing cross bars. Table is 26" x 20", 21 1/4" high. Beautifully smooth, rounded corners, no sharp edges. A fine furniture set that will serve study as well as play purposes. Specify maple or natural finish. 35 lbs. 20E - \$19.98

(G) **MUSICAL ROCKER by APPLETON.** Every child loves its gentle rocking motion, listens by the hour to the tuneful melody it plays while he rocks. Has a real Swiss music box attached to the rocker bar, works automatically. Chair is smooth-finish selected hardwood throughout with solid, fitted joints. Will last a lifetime and more. Over-all height is 23", seat is 12 1/2" across. 20G - \$8.98

(F) **DESK AND CHAIR SET by DEN-RICKS.** Graceful but sturdy modern design to seat youngsters comfortably, correctly while they work. Lightweight yet heavy-duty construction, chair will support over 200 pounds. Desk opens, has generous hideaway space. Laminated wood, natural grain lacquered finish. Desk is 23 1/2" high, 21" x 16 1/2". 3-10 yrs. 20F - \$14.98



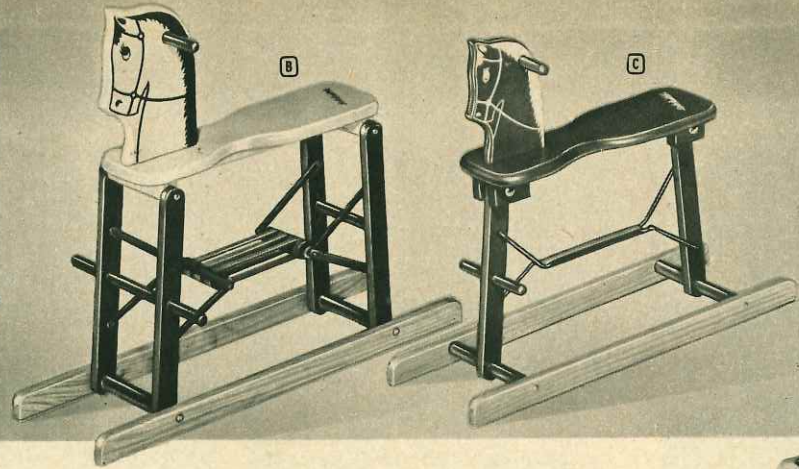
**Gifts for fun
in a big way**



(A)

U. S. Patent Office
NOV 15 1934
Design Division

(A) POOL TABLE by C. G. WOOD. He can't help but go for this good-looking fold-up model designed like the big ones, even to the automatic ball return and tray. It has an all-steel frame and legs, shining enamel finish and rubber feet. The warp-proof playing surface has green billiard cloth covering, sponge rubber cushions. There are 15 numbered balls, white cue ball, steel triangle, 2 rubber-tipped cues 29" long. Legs fold individually for easy storage and set-up. 27" high, 38" x 21". **21A — \$14.98**
SPECIAL DELUXE MODEL. Similar, 50" x 28", 34" cues, 30 lbs. **21A2 — \$29.95**



(B) DELUXE SAFE-T-COLT. A larger, heavier version of the glide-ride wooden horse shown at right. Features ladder-type stand. 4½-8 yrs. **21B — \$9.98**

(C) SAFE-T-COLT. Gay horse's head mounted on a fitted wooden seat becomes an animated friend the minute a toddler sits on it. Develops the big muscles in his back and legs, gives rhythmic action and helps him learn co-ordination. Operates safely — and noiselessly — on a rubber belt, has no sharp edges, completely nontoxic finish and decoration. Little ones thrill to its cantering, to-and-fro motion. Has double hand grip, foot rests. **21C — \$5.98**

By **McKINNEY INDUSTRIES**



(D)

(D) PLAYWRITER "HUSKY" DESK by PLAY CRAFT. Popular seat-desk combination in sturdy sawhorse design provides many contented hours for preschoolers, makes an attractive piece of furniture. Has dark slate-type writing surface, with eraser and chalks; fold back the hinged top, it becomes a pegboard box with colored pegs to tempt imaginations. Solidly constructed of ponderosa pine with top and bottom molding, steel support; can't edge away because it's joined to the seat. 2-6 yrs. **21D — \$4.98**
DELUXE DESK. Furniture design, maple finish, adjustable seat, board. To 9 yrs. **21D2 — \$7.49**



(E)

(E) WONDER HORSE by WONDER PRODUCTS. Ride 'im, little horsemen, and have a wonderful time! He's a spirited steed on "magic" springs that give a rocking, bouncing ride. Good body exercise that develops muscular co-ordination, graceful control. Of select hardwood on sturdy, high-test springs. Enamel finish is chipproof, durable and safe. 22" high, 34" x 19". Weighs 25 lbs. 1-7 yrs. **21E — \$16.98**

It's exciting,
it's colorful, it's wonderful Western style



(A) **CORDUROY COWBOY.** When he comes to town, he looks his best in colorful red corduroy and black suede chaps, plaid broadcloth, schiffli embroidered shirt, tie. With gun, lariat, leather belt, holster. Sizes 4-12. **22A — \$5.98**

COWGIRL. Boy's twin, fringed skirt. **22A2 — \$5.98**

(B) **PALOMINO COWBOY.** He lives by the creed of the Old West, goes right after no-good hombres with his gun and lariat. Outfit is sturdy brown Palomino-print chaps and vest, plaid shirt, kerchief, holster. Sizes 4-12. **22B — \$3.98**

COWGIRL. Boy's twin, fringed skirt. **22B2 — \$3.98**

By **SACKMAN**

(C) **CHAP AND VEST SET** by KEYSTON. Cordovan leather with russet trim, nickel spots. Sizes 4-12. **22C — \$5.98**

(D) **INDIAN BOY** by SACKMAN. This is a friendly Indian come for a pow-wow. He's covered up in white-fringed brown and orange twill suit, has gay-feathered headdress. (Knife, see "L" below.) Sizes 4-12. **22D — \$3.98**

SQUAW. Similar, has skirt. **22D2 — \$3.98**

(E) **SMALL-FRY LEVER ACTION CORK AIR RIFLE.** Shoots only harmless corks. All wood stock, metal barrel and mechanism, 22½" long, with sling, corks, rubber bayonet, 1-year guarantee. **22E — \$1.79**

(F) **TRAINERIFLE.** Has safety lever action, comes with instructions, corks, adjustable O.D. sling, rubber bayonet. All wood stock, high-grade steel, 32½", guaranteed. **22F — \$2.59**

(G) **SUPER TRAINERIFLE.** A cocking gun with realistic heavy-duty bolt, "clicker" trigger mechanism. Used in Army training. Has manual of arms, adjustable sling, rubber bayonet, guarantee. 35½". **22G — \$3.59**

By **PARRIS**

(H) **"PONY BOY" DOUBLE HOLSTER IN CASE.** Includes fine leather cuffs, spurs, adjustable belt, holster with guns, all handsomely decorated. **22H — \$7.98**

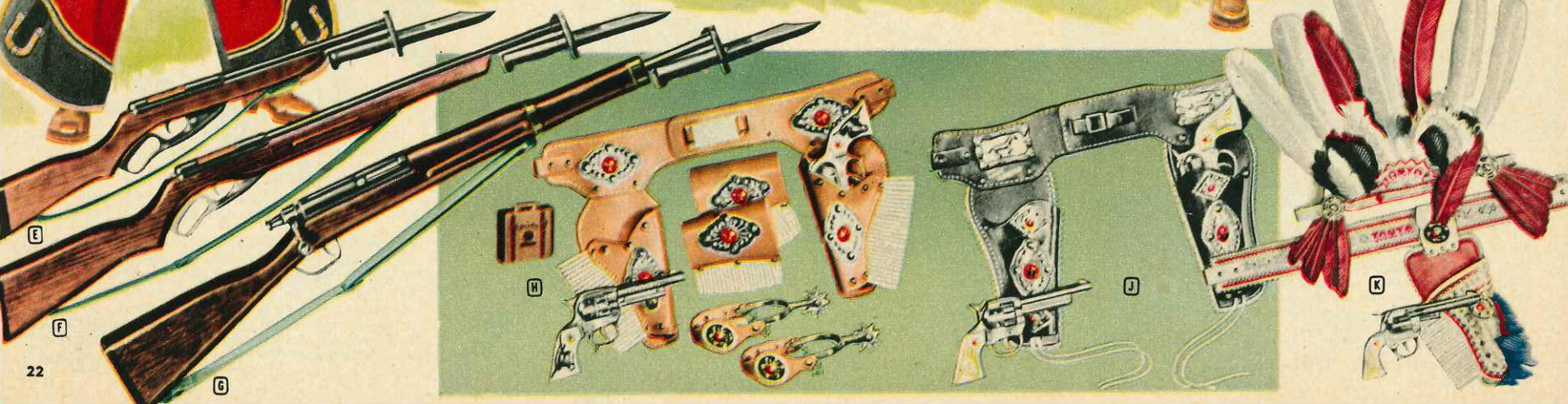
DBL. HOLSTER with guns. **22H2 — \$4.98**

(J) **"LONE RANGER" DOUBLE HOLSTER SET.** Superb black leather with felt back, jeweled conchas. Automatic break-open guns, adjustable belt. **22J — \$5.98**

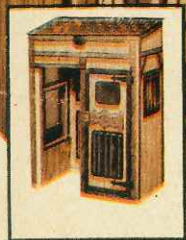
(K) **TONTO HEADDRESS.** Full-feathered headband of leather, unmistakably Indian, with gun and fringed single holster on fetching Indian belt. **22K — \$3.98**

By **ESQUIRE**

(L) **KNIFE AND SCABBARD** by KEYSTON. Red-handled all-rubber dagger, silvery blade, buckskin-color leather sheath. **22L — \$.98**



SHERIFF



● Rear view of office

(A) SHERIFF'S OFFICE by TOYMASTER PRODUCTS. Everybody knows that if a real Western town has nothing else, it always has a calaboose for the "bad guys" the sheriff has to lock up. This one's just about perfect: has two rooms, one a cell with "lockable" door, barred windows; the other a private office for the sheriff and his deputies, with rifle, hat and holster racks, clock and potbelly stove painted on. It's of tough corrugated board, 50" high, easy to set up. Adds realism to imaginative play!
23A — \$3.98

(B) ROY ROGERS COWBOY suit. Styled like the famous Roy's own clothes, a handsome brown and tan broadcloth shirt with schiffli embroidery, twill chaps exclusively decorated, Western tie. Complete with belt, holster, gun, real lariat. Sizes 4-12.
23B — \$4.98

ROY ROGERS HAT, wool felt, buckskin color, sizes S, M, L.
23B2 — \$1.98

(C) DALE EVANS COWGIRL outfit. Skirted costume is the feminine version of Roy's. Brown and tan skirt, stenciled with vivid exclusive design, has matching broadcloth blouse, ribbon tie, gun and accessories. Sizes 4-12.
23C — \$4.98

DALE EVANS HAT, wool felt, buckskin color, sizes S, M, L.
23C2 — \$1.98
 By SACKMAN

Really Western holster sets, too

(D) Striking new combination buck and black leather double holster set with metal medallions on front. Leather belt is black, edged with white plastic, has red bullets. Kilgore Buck guns.
23D — \$2.98

SINGLE set, same colors, nicked spots. Hubley Sure Shot gun.
23D2 — \$1.98

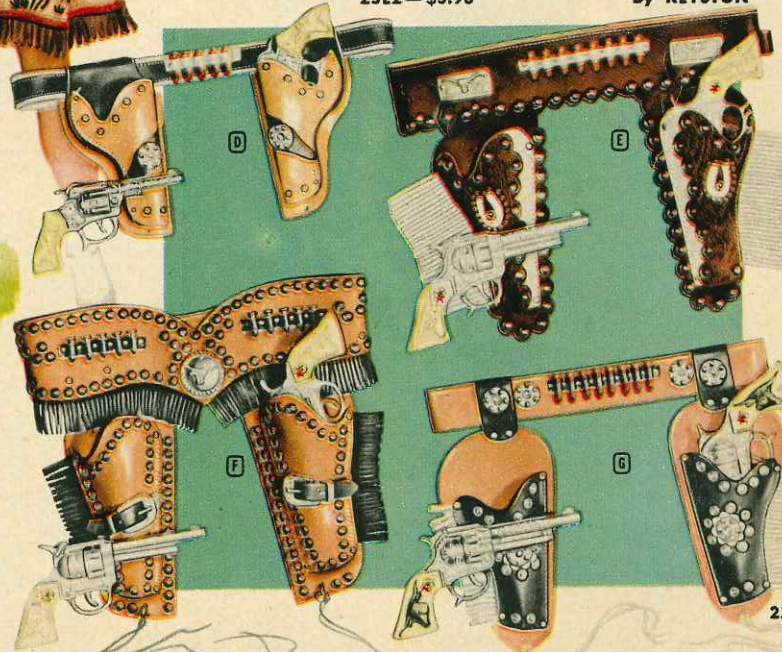
(E) Hair-calf front and designs, long white leather fringe sets off this double set of russet leather. Has massive display belt, fully adjustable. Hubley Texan Jr. guns.
23E — \$7.98

SINGLE Cordovan leather set, wide belt, Lasso 'em Bill gun.
23E2 — \$3.98

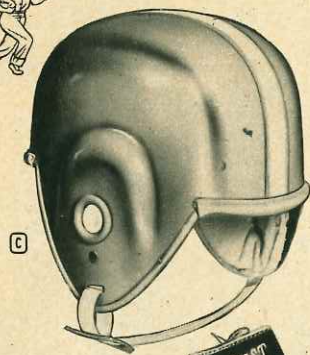
(F) New reversible double holster set of fine russet leather, black fringe. May be worn buckled in back or in front for "cross draws." Completely adjustable belt with Western buckle, heavy nickel accenting, leather tie-down straps. Hubley Cowboy Jr. guns.
23F — \$9.98

(G) Russet and black leather double set with white fringe, metal medallions and rope design spots. Wide, good-looking belt is adjustable, carries red .38 caliber bullets, bright nickel ornaments. Hubley Texan Jr. guns.
23G — \$4.98

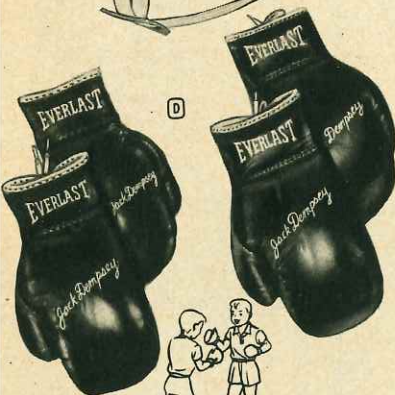
By KEYSTON



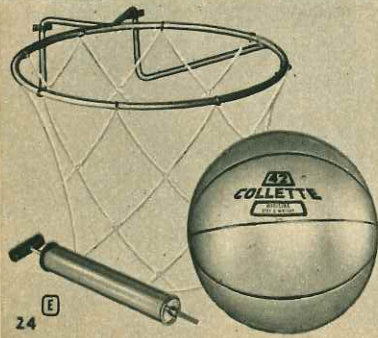
Good grooming for young champs



C



D



E



A

(A) **BASKETBALL.** When backyard athletes begin asking for sports equipment, they want the real thing. This big ball is official size and weight, carefully made just like those the big-time cage stars use. Of tough, grained fabric resembling leather. 4 panels, with valve bladder. **24A — \$3.98**

(B) **FOOTBALL.** Regulation size and weight to win the admiration of any youngster's ball-carrying team. Made of pebble-grained 115-oz. Evercoid with heavy-duty rubber bladder, it has professional stripe or end bands. Long-lasting, kickproof. **24B — \$2.98**

(C) **FOOTBALL HELMET.** Pride and protector of young pigskin whizzes. Looks really professional, with padded ears, leather forehead band, elastic headband, adjustable chin strap. Shell is durable molded plastic with 4-pt. web suspension straps. Blue, red or white with contrasting center strip. Sizes S, M, L. **24C — \$2.98**

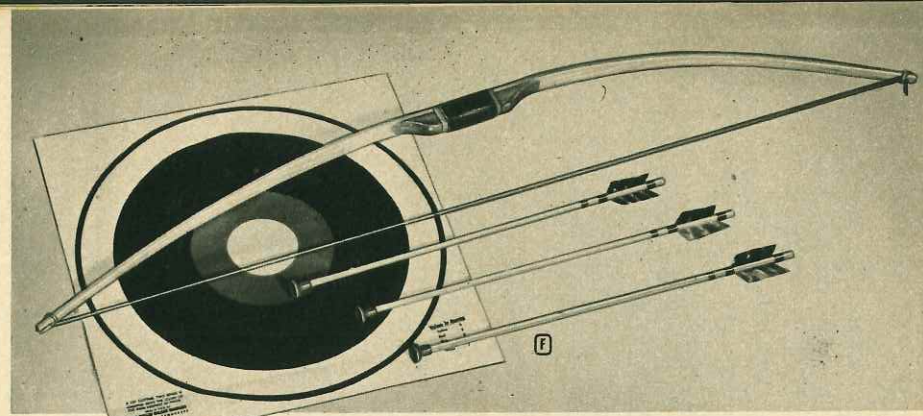
(D) **BOXING GLOVES.** Famous Jack Dempsey style, scientifically proportioned in size, fully pocketed to insure perfect fit. And there's safe protection for hands, with well-packed goathair stuffing, self-reinforced curved thumb, all-over lining. Made of Everhide, packed as sets of 4, with copy of Dempsey boxing chart. Sized by ages: to 4 yrs. **24D — \$4.98**; 3-6 yrs., **24D2 — \$5.98**; 7-9, **24D3 — \$6.98**; 10-14, **24D4 — \$7.50**; 14 yrs. up, **24D5 — \$9.98.**

By EVERLAST

(E) **BASKETBALL OUTFIT by COLLETTE.** Give them this complete molded rubber set and a little space, and they'll love staying home to practice their shots. Ball is official size and weight, with valve and pump for inflating it. Durable hoop included is easy-fastening, has strong net "basket." Complete. **24E — \$4.98**

RUBBER BASKETBALL only.

24E2 — \$3.49



F

(F) **DELUXE ARCHERY SET by ROLLIN WILSON.** Fine, muscle-building set that's professionally styled. 46" hickory bow has persimmon handle, bright red velour safety grip, strong flax bowstring. It comes with three 18" arrows, brightly feathered and yellow-lacquered, with tiny, safe rubber cup tips. Big circle target is furnished in this attractively gift-boxed set. The family can all get in on the fun of trying for the bullseye and testing their aim. **24F — \$1.98**

ANIMAL ARCHERY SET. 36" hickory bow with velour grip, waxed bowstring; 3 feathered arrows with safety suction cups; colorful wild animal target. **24F2 — \$1.49**



G



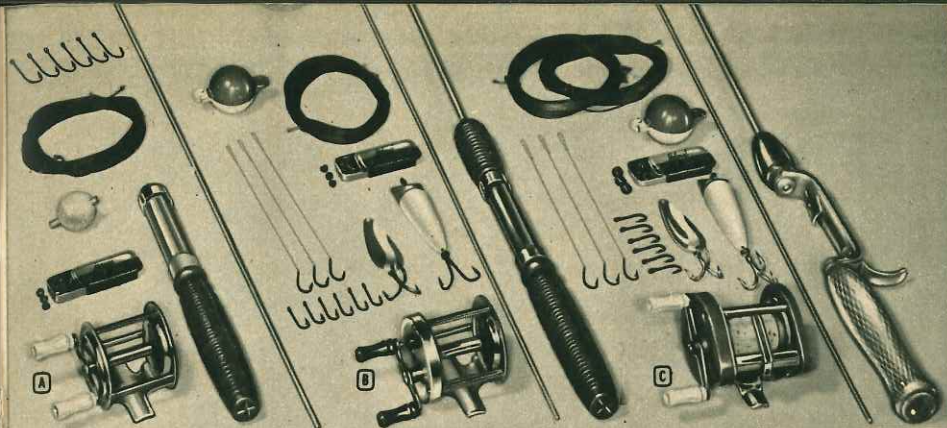
H

(G) **IDEAL'S JOE PALOOKA BOP BAG.** A stand-up-and fight punching partner who can't fall down, can't hurt his opponents, comes right back for more beating when hit. Joe has 3-D raised boxing gloves with squeaker. Special booklet, "The Art of Self-Defense," furnished with bag. 54" tall. **24G — \$4.98**

36" SIZE.

24G2 — \$2.98

(H) **JR. CAGE STAR by LOGAN SPECIALTY.** For indoors or out, this basketball set of distinctive quality provides wholesome, active sports play. Bright bell-ringing device on hoop panel goes off when basket is made. Molded rubber ball comes inflated, basket is adjustable in height, can be hung over door for indoor use. With playing instructions. **24H — \$2.98**



(A) FISHING OUTFIT. Very popular with the younger fishermen's set who are first trying their luck. Solid spring steel rod, reel with click drag, 50' of 18-lb. test line, 6 eyed hooks, 24 BB sinkers, cork float. Attractively and colorfully gift-boxed. **25A — \$2.98**

(B) FISHING OUTFIT. For older brother, 2-piece solid spring steel rod, double multiplying reel with click drag, 50' of 18-lb. test line, 6 eyed hooks, 3 snelled hooks, 24 sinkers, treble-hook spoon, medium-sized float, surface plug with 2 hooks. Gift-boxed. **25B — \$4.98**

(C) FISHING OUTFIT. Gift set that will land the first whopper out of fresh water. Casting rod with offset handle, special level-wind reel with cork arbor, 100' line, treble-hook surface plug, 6 eyed hooks, No. 6 with spear points, 3 snelled hooks, treble-hook spoon, large float, assortment of split shot. **25C — \$7.98**

By OCEAN CITY



(D) DELUXE 9-BALL REPEATER by NEWELL. Lightweight, junior-gun that shoots ping pong balls with the smoking action of a real rifle. New smoke attachment goes on front of barrel, one loading of powder lasts through 200 firings. Table tennis balls are the harmless ammunition, shot with safe air-pump action, and gun fires 9 times with one loading. Gun design is strong plastic and aluminum reproduction of actual repeater with convenient front-end loading. Youngsters love it! **25D — \$4.98**

"SMOKEY" THUNDER GUN. Single shot gun with smoke attachment. Every time the ball leaves the gun, there's a puff of smoke. One loading of powder gives over 200 firings. Durable acetate plastic and aluminum. **25D2 — \$2.98**

Make a hit with sports gear

U. S. Patent Office
NOV 15 1954

Design Division

(E) JOE PALOOKA PUNCHING BAG ON STAND by MEDALIST. He-man bag for working out that develops co-ordination and strong muscles. Set up on a flexible steel rod fitted with a rubber cup, the leatherlike bag is sturdy and long-lasting. Stands 42" high from a bright red metal stand 10" wide, 33" long. Packed in its own chest for storing, it is portable, sets up anywhere, comes with inflating needle. Adjustable height. **25E — \$3.98**

(F) OBSTACLE GOLF COURSE by AMERICAN TOY. Entertaining miniature golf set to be enjoyed indoors or out by the kids or their parents — or both. Has 2 metal putters with rubber grips, 5 metal golf "holes," 4 tricky obstacles to add zest to the game, and 2 rubber balls. **25F — \$2.98**

(G) SPEED KING SKATES. Here's flashy self-powered motion in an outstanding set of full-size, adjustable skates. Indestructible one-piece heel, rubber-cushioned oscillating trucks, back and extension channel of cold rolled steel. Toe plate is shaped to the shoe, grips securely. Adjusts from 7 3/4" to 10", is built low for safe speed. **25G — \$2.98**

(H) BLUE STREAK SKATES. Smooth-running blue wheels with double-row ball bearings, turned-over edges on plates, sponge rubber ankle pads, adjustable from 6 3/4" to 11 1/4", bright finish. **25H — \$3.98**
By HUSTLER





(A) **PATHFINDER.** Very new, unique game for any number of players. Takes planning, logical thinking to maneuver plastic tiles for scoring while blocking opponent's plays. Competitive fun. 12 yrs. up. **26A — \$2.98**

(B) **GAME OF THE STATES.** Two to four players sharpen their wits as they buy and sell products of the various states, learn capitals at the same time. Exciting, unpredictable moves. 6-14 yrs. **26B — \$1.98**

(C) **GO TO THE HEAD OF THE CLASS.** Top-favorite quiz for 2 to 8, has 792 questions with answers. "Students" use ingenuity, knowledge and a little luck to advance to "college." 6 yrs. up. **26C — \$2.49**

(D) **EASY MONEY.** Two or a crowd take their chances on making a fortune in real estate, running businesses, winning cash — or going broke. All the fascination of fast, high finance. 6 yrs. up. **26D — \$2.49**

(E) **CHUTES AND LADDERS.** Here are thrills and spills for the younger set, rewards for good deeds. Even nonreaders can follow the rules, play as well as the "big kids." Lots of laughs. 4-12 yrs. **26E — \$1.98**

(F) **PARK AND SHOP.** Every player for himself in this action-packed game sensation. Parking problems are acute, everyone's shopping at once. Trick is to outsmart others, get home first. 6 yrs. up. **26F — \$2.98**

By MILTON BRADLEY



(G) **ELECTRIC BASEBALL.** If the kids want to play baseball in the living room, present them with this exciting, battery-run game model. Has big wooden frame, 8 switches that signal different pitches, 5 lights to flash a big choice of plays, base runners, markers, even an umpire who automatically decides the close ones. All the speed and action of tense, big-league games. Complete with 2 flashlight batteries. **26G — \$4.98**

ONE-BATTERY GAME. Same size "diamond," 4 switches, 3 lights. **26G2 — \$2.98**

(H) **COMIN' ROUND THE MOUNTAIN.** An amazing trip through artist Paul Webb's land of The Mountain Boys. Players choose their own paths, go with electric "walking sticks," meet up with amusing hill-billy characters. Crow-voiced buzzer goes into action each time a contact is made for score. Is actually a race over rough country to Onkel Rafe's house. Comes complete with battery, light. **26H — \$2.98**

COMIN' ROUND THE MOUNTAIN. Smaller cardboard version. **26H2 — \$1.25**

(J) **ELECTRIC FOOTBALL.** Youngsters enjoy executing actual football plays with this big table model of the playing field. 8 globes light up to flash the operation of each play, finger-touch switches do the calling of plays. Has yard and down markers, automatic timer to record the quarters. Watch brilliant runs, passes, kicks with the suspenseful action of real games. 2 standard flashlight batteries. **26J — \$4.98**

ONE-BATTERY GAME. Same size frame, 4 lamps, 8 switches. **26J2 — \$2.98**

By ELECTRIC GAME

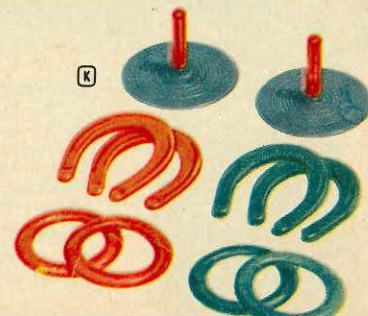
Family fun with games galore

(K) **"TURNABOUT" PITCHING SET** by MARTIN RUBBER.

Two games in one, horseshoes and quoits, with long-time appeal to grownups and children alike. Full sets of equipment for 2 players of each game — soft rubber suction bases, lacquered wooden pegs, red and green horseshoes, green and red quoits, all rubber. **26K — \$1.98**

PITCHING HORSESHOES. Full-size shoes. **26K2 — \$1.98**

MAR-QUOITS. Large rubber quoits. **26K3 — \$1.98**





(A) PLAY TRAY. It's a big metal tray, a lightweight bed table, a pictorial map of the United States, a 7-game playing unit in one! Absorbing entertainment for rainy-day shut-ins or restless, sick-a-bed youngsters. Uses dice to move tiny magnetized planes, autos and boats across the country. Educational as well as endless play value. 13" x 20", with leg stands that fold flat. For 1 to 3 players, 9-12 yrs.

27A — \$3.98

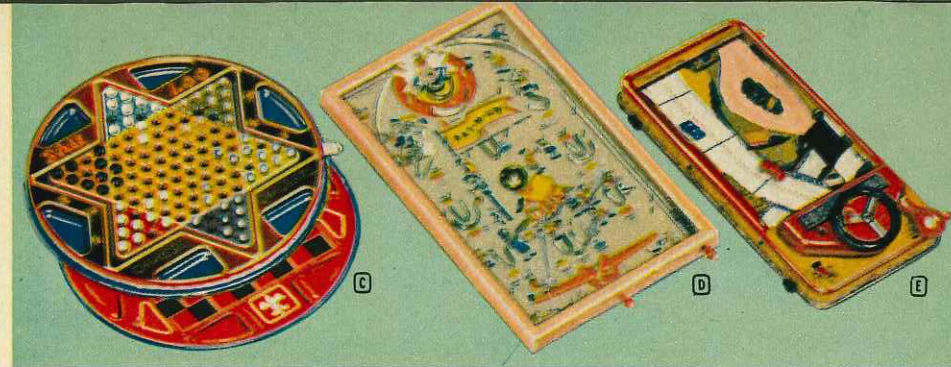
(B) GLOBE RACE. Better than make-believe, this sensational game takes young globe-trotters on flights around the world. They "pilot" planes around accurate, new 8" globe, make landings by magnetism. An airport finder, lucky chances, play money and refueling drums figure importantly in the fun.

27B — \$4.98

GLOBE-GRAMS. New geographical word game using 8" globe for clues.

27B2 — \$3.98

By REPROGLE



(C) CHINESE CHECKERS. Big, handsome, all-steel game set of 2 family favorites, Chinese checkers, backed by regular checkers. Has 6 pockets for marbles, quick-action closure, 60 marbles, 24 plastic checkers, instructions. 15 1/2" in diameter.

27C — \$2.29

(D) BAT-M-UP SR. A new, laugh-provoking home pin-ball game that plays baseball, Hi-score, Twenty-one, Put-n-take. Has automatic feed and reload, metal action leg, gong that bongs when struck. Glass-covered wooden frame, 12" x 19", 10 steel balls. 27D — \$2.98

(E) U-DRIVE-IT. Players steer toy autos over 36" of moving highway and panoramic scenery. There's a horn that blows, realistic dashboard, Magi-control steering wheel. Emphasizes safe driving while testing motorists' skill. All-steel, 18 1/2" x 8 1/2".

27E — \$2.98

By NORTHWESTERN PRODUCTS



(F) SKIP-A-CROSS by CADACO-ELLIS. Combines the skill of building crosswords with the keen strategy of pyramiding scores in a word tally game for teen-agers and adults. Plays with the same rules as Scrabble, is actually licensed by the makers. Has self-contained game board, 4 tile racks, 100 alphabet letters.

27F — \$1.98

(G) SCRABBLE TURN-TABLE by M-K ENTERPRISES. Of course your family is playing popular Scrabble and having fun with words. Now, with this sturdy accessory, designed especially for Scrabble but useful for all board games, each player can easily turn table to read board right side up. Has smooth surface, rubber rim, felt feet.

27G — \$2.98



(H) STADIUM CHECKERS. Bright plastic circles brimming with fun as players rotate rings to move marbles "home."

27H — \$2.98

(J) MILL. New look for brain-twisting, century-old game of Morelles, or German Muhle. 18 "Jolly Miller" figures.

27J — \$1.98

(K) COOTIE. Provides rollicking good times for families, parties, in race to put laughable bugs together. With dice.

27K — \$1.98

(L) SKUNK. Special dice decide plays, keep the crowd laughing, whether young or old. Comes with chips, score pad.

27L — \$1.98

(M) SQUARES. The modern, plastic touch to the old schooltime game of Dots and Squares. Easy yet tricky to play.

27M — \$1.98

By HIGHLANDER SALES

Good-time games for one or many



(A) **BAS-KET.** It plays fast, real basketball with action every minute on a miniature court 20½" x 12¼" x 3¼". 1 to 6 players operate mechanically controlled levers which shoot ball at the basket from any position on the court. Boards show scores as in the real game. Sturdy construction, steel mechanism.

28A — \$3.98

(B) **FOTO-ELECTRIC FOOTBALL.** Duplicates the strategy, action and suspense of real conference play, works with over 1000 play combinations based on actual football records. 2 players plan their strategy, then actually see the ball carrier in motion, running, throwing, dodging until stopped by the defense. Illuminated viewer shows action of each play. Has playing chart, complete set of plays and defenses, scoreboard, dice, shaker. 19½" x 12½" x 4¼", AC or DC.

28B — \$6.98

By CADACO-ELLIS

(E) **GROUCHO TV QUIZ by PRESS-MAN.** Anybody can be Groucho, the fun-loving quiz master, when this competitive game gets underway. There's a variety of good questions, which spinner selects, thousands of "dollars" for paying off lucky contestants, big jack pot quiz for winner of each round. With 12 quiz cards. Players take turns being Groucho, put on eyebrows, mustache, glasses to add to the spirit of the game.

28E — \$2.98

(F) **ROTO DART.** Now a safe dart game with a revolving target to heighten the excitement! Large rubber suction-cup darts (no points) stick to the moving target, fool opponents. 22" hardwood target has ball-bearing construction, spins for one minute after started manually. Set it up on floor or table or hang it on the wall. With 4 feathered darts, directions for scoring.

28F — \$4.98

(C) **ELECTRIC MAGNETIC FOOTBALL by GOTHAM.** Watch action-packed football from a seat better than the 50-yard line with this plug-in home play model. Magnetized football is kicked off, caught by nearest team member — then real play begins. Red and blue plastic figures run, block, tackle, pass, kick. Has yard marker, down indicator, goal posts, masonite playing surface, rounded steel frame, vibrating coil, instructions. 15½" x 28½", UL approved, AC.

28C — \$6.98

(D) **VARIETY "52" GAME CHEST by TRANSOGRAM.** Imagine a new game for every week in the year, all fun to play, for 2 or a crowd, anywhere! Some are old favorites, such as checkers, bingo, India, others are new. Rule book explains all. Has several playing boards, 24 interlocking checkers, new shaker ejector box, dice and 2 cups, colored chips, marbles. In carrying kit 19½" x 12½" with handle, snap lock.

28D — \$2.98

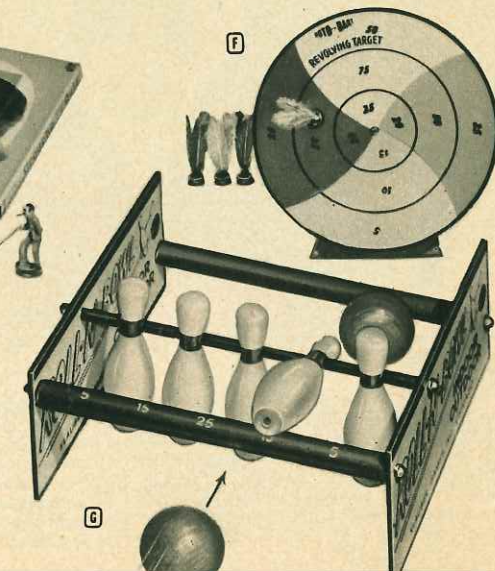
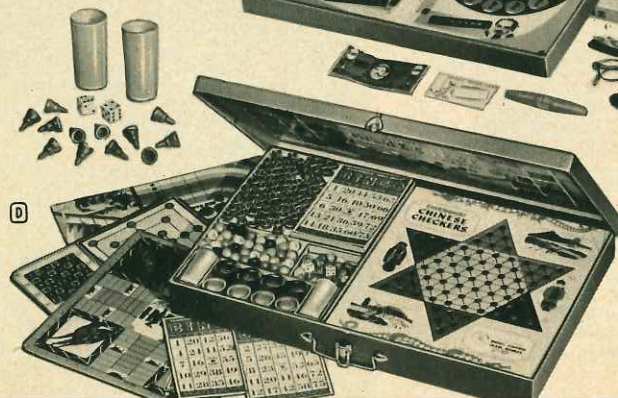
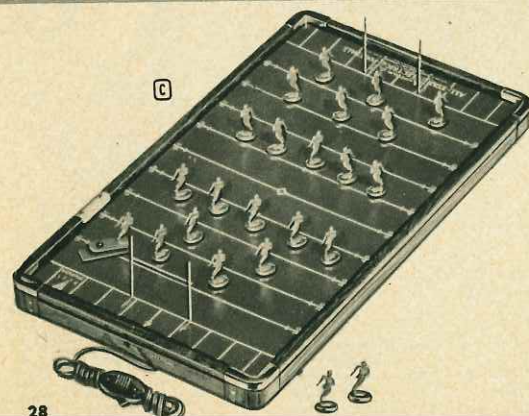
(G) **ROLL-N-BOWL.** Furnishes bowling, indoors or out, without pins to place or balls to chase, yet with all the challenge of regular bowling. Little ones develop accuracy of aim and muscle follow-through, have a high time rolling 2¼" balls at hardwood pins 6½" high that swing up and over metal rod. Back bar stops ball. Includes 2 balls, official instructions.

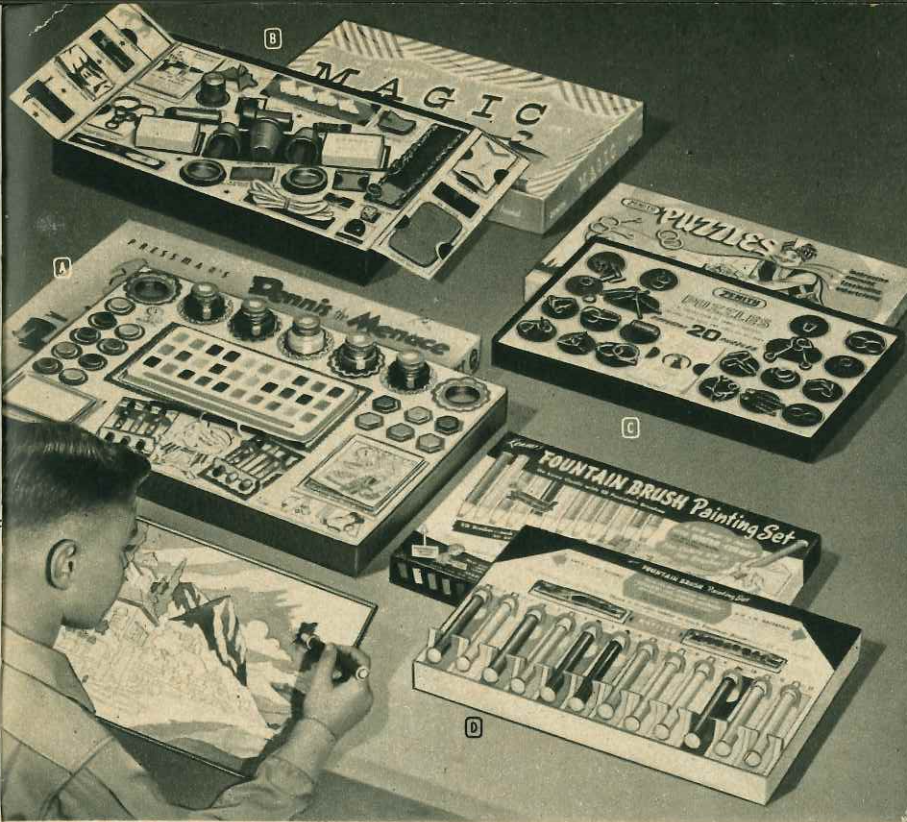
28G — \$3.98

LARGER SIZE.

28G2 — \$6.98

By KLAUBER GAMES





Young instincts go creative

(A) **"DENNIS THE MENACE" PAINT SET** by PRESSMAN. That funny-faced comic strip character lends his incomparable personality to play-painting! A glowing assortment of 45 paint tablets, 6 crayons, plastic tray, mixing palette and tins, 5 jars of poster colors, fine-quality brush, colorful litho sheets. **29A — \$1.98**
SMALLER SET. 26 tablets, 3 jars. 29A2 — \$.98

(B) **MAGIC SET.** Ah, the vanishing tricks they can perform, the spell they can cast over dice, the rabbits they can produce — all with this magician's supply kit. Has bill tube, devil's coin box, vanishing quarter, ring release, number-changing dice, mystery keys and many other surprising trick devices. Easy to learn, it's hilarious fun for adults as well. 7 yrs. up. **29B — \$2.98**
SMALLER KIT. 29B2 — \$1.98

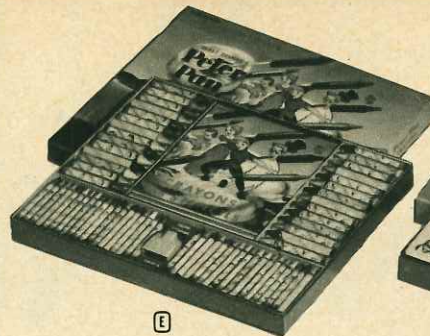
(C) **PUZZLES.** A boxful of toys for all ages, containing 20 of the most popular, always-fascinating "nail" puzzles. Nickel-plated, heavy wire twisted into intriguing shapes to be taken apart.

29C — \$.98
 By ZENITH

(D) **FOUNTAIN BRUSH PAINTING SET** by KENNER. It's water-color painting in the new no-mess, no-mix way — colors are in the brushes! Add water, color tablet dissolves, presto — 12 different, brilliant colors. Each brush paints a different color. 5 outline pictures and a big, follow-the-number masterpiece to color. With blending chart, 20 refill tablets. Harmless colors. **29D — \$1.98**
5-BRUSH SET. Similar, smaller. 29D2 — \$.98



(H) **REDSKIN FINGERPAINT SET** by MILTON BRADLEY. Unexcelled as a creative, personality outlet for youngsters. They'll be enthusiastic about this fingerpainting set that contains the right kind of paper, spatulas, 8 2-oz. jars of paint in red, yellow, green, blue, brown, black. With instructions. 3 yrs. up. **29H — \$1.98**
LARGER SIZE, 4-oz. jars. 29H2 — \$2.98
SMALLER, with 4 2-oz. jars. 29H3 — \$.98

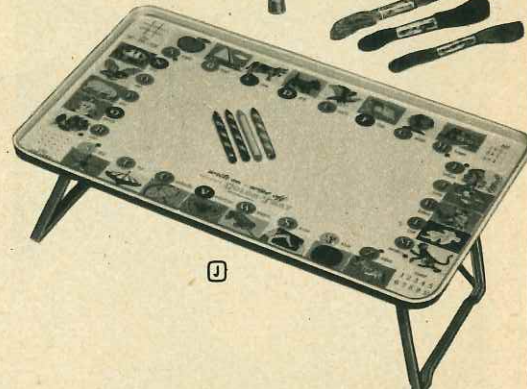


(E) **PETER PAN CRAYONS AND STENCILS.** A fantasy of striking color crayons wrapped with pictures of Walt Disney's version of the beloved little boy and his friends. Has fun-to-color outline pictures, illustrated cutout stencils, giant as well as regular-size crayons, new plastic sharpener. **29E — \$1.98**

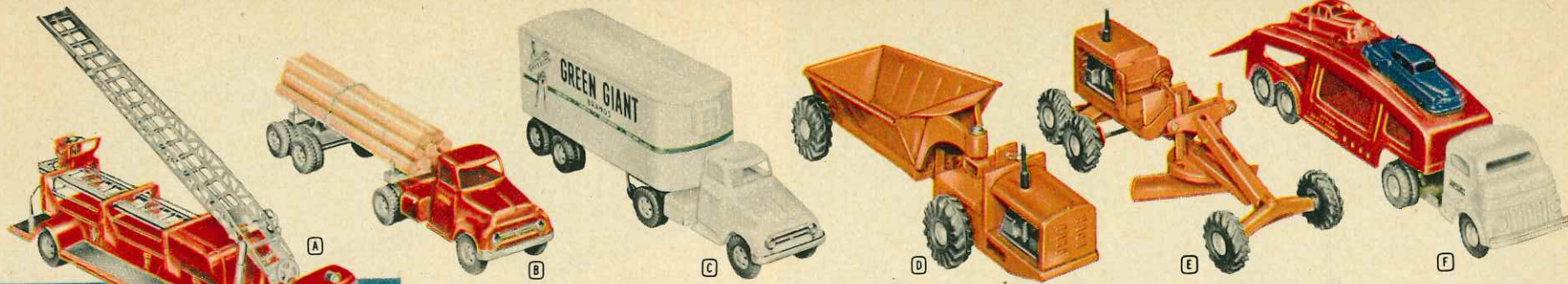
(F) **WALT DISNEY MAGIC ERASABLE COLOR FUN.** Inviting array of cartoon character friends to be colored, erased, colored again. Big 14" x 12" slate has 2 erasable writing surfaces, can be used as a wall board. 12 pictures to color, 8 greeting cards that can be mailed, 2 boxes of 8 erasable crayons, sharpener, felt eraser. **29F — \$1.98**

(G) **"LITTLE MISS MODEL" SEWING KIT.** Huge appeal to little girls and their mothers in this model's plastic hat box containing 6" doll with movable arms to dress and sew for. Cut-out dresses, dress fabric, thread, scissors, thimble, needle, instructions provided. 7 1/2" x 3" kit has mirror lid, fold-down handle. **29G — \$1.98**

By TRANSOGRAM



(J) **COLOR TRAY** by REPLOGLE. A real "find" for busy mothers who have young in-bed patients. Kiddies can draw right on the big, glossy-surfaced tray, wipe it off, start over again. Washable crayons are included. Decorated with colorful alphabet pictures, tic-tac-toe and dot games, other play ideas. And of course the tray has border for spillproof meal serving. All-steel, 13" x 20", legs fold flat. 3-8 yrs. **29J — \$2.98**



In the manner of he-man machines — big, brawny and busy

Our children are growing up in an extraordinary age of big machines — wonderful mechanical equipment that works for them. And they expect the same great performance from their playthings. That's why these all-steel, scale-model trucks and road-building machines win instant, lasting approval. Here are authentic, big-miniature reproductions of the design, construction and workability of the real thing! All are made of heavy-gauge steel, with durable enamel or lithographed finish, genuine rubber tires, welded sections for added strength, steerability and realistic, controlled moving parts.

(A) **AERIAL LADDER TRUCK.** Aluminum ladders, operating wheel cranks, raising mechanism. Tillerman's seat swings away. 1954 model, 32½" long. **30A — \$14.98**

(B) **LOGGER.** Large load of logs held by logging chain. Floating tandem rear axle on trailer. 24" long. **30B — \$5.98**

(C) **GREEN GIANT TRANSPORT.** Popular refrigeration truck with authentic cold unit, 14 heavy-duty tires. 24" long. **30C — \$6.98**
By **MOUND METALCRAFT**

(D) **BOTTOM DUMP TRUCK.** Crank-operated trip opens unloading doors. Has "Diesel" tractor, Universal connector. 21⅝". **30D — \$3.98**

(E) **ROAD GRADER.** Steerable front wheels, rotating scraper blade that tilts, moves up and

down for leveling action, floating tandem rear wheels. 18" long. **30E — \$3.98**

(F) **AUTO TRANSPORT TRAILER.** With 4 new-model cars, extension loading ramp, turning trailer. 27" long. **30F — \$5.98**
By **STRUCTO**

(G) **WINCH TRUCK AND STEAM SHOVEL.** Has lowering skid, crankable winch, removable wheels. Complete. 22½" long. **30G — \$3.98**

(H) **SEMI-TRAILER VAN TRUCK.** Rear door opens as loading ramp, has spare wheel, complete tool box. 24½" long. **30H — \$3.98**

(J) **DUMP TRUCK WITH FRONT LOADER.** Scooper dumps load in truck. Lever-action dumper, swinging gate. Tool box, removable wheels, tires. 20" long. **30J — \$2.98**
By **ALL-METAL PRODUCTS**

(M) **REPAIR-IT UNIT.** With boom hook, auto jack, tools, spare tire, interchangeable wheels, road signs. 25" long. **30M — \$5.98**

(N) **HYDRAULIC HI-LIFT DUMPER.** Mammoth self-dumper rises extra-high with knuckle linkage. Rear chute. 22" long. **30N — \$9.98**

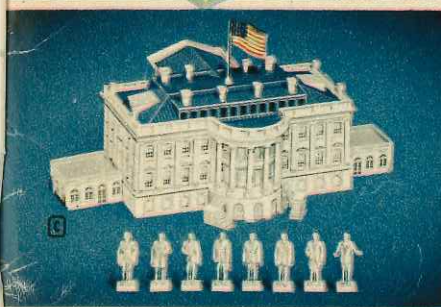
(P) **MOBILE CONSTRUCTION DERRICK.** Tower swings 360°, boom moves up and down, bucket jaws work. Winch makes rat-tat-tat sounds. 24" high. **30P — \$6.98**
By **BUDDY "L"**

(K) **TRAVELOADER.** Really big scale model. Loads sand, gravel, dirt on conveyor. All moving parts. 30" long. **30K — \$14.98**

(L) **PAYLOADER.** Very versatile, it digs, loads, carries; will bulldoze, level, grade, scrape; can even hoist, push, pull. Spring latch releases 30 bucket. 18" long. **30L — \$7.98**
By **NY-LINT**

By
NY-
LINT





Educational hobby fun to build these authentic, detailed miniatures with a little cement, a few parts and paint. Complete gift kits. **By REVELL**

(A) **HIGHWAY PIONEERS.** 6 handsome autos: 1907 Renault, 1915 Fiat, 1913 Mercedes-Benz, 1911 Rolls Royce, modern Jaguar and MG. **31A — \$4.98**

(B) **ADMIRAL'S FLEET.** 5 well-known Naval vessels: battleship, atom submarine, armed PT boat, destroyer, heavy cruiser. **31B — \$6.98**

(C) **WHITE HOUSE and 8 PRESIDENTS** by LOUIS MARX. Steeped in fun and American tradition, a scale replica of the Executive Mansion that assembles from parts that snap-lock together! 18" x 13" x 6" in plastic and cardboard. President figures are in exact likeness, show term of office. **31C — \$3.98**

ADDITIONAL PRESIDENT FIGURES. 7 per set. 5 sets available. **31C2 — \$.98 a set**

IDEAL'S SPORTS CARS. Popular, colorful plastic models to be fitted together, played with, taken apart. Each 8" long, separate "wire" wheels, 35 pieces, no glue or paint necessary.

(D) **ROLLS ROYCE** (Great Britain). **31D — \$.98**

(E) **MERCEDES-BENZ** (Germany). **31E — \$.98**

(F) **PEGASO** (Spain). **31F — \$.98**

(G) **FERRARI** (Italy). **31G — \$.98**

(H) **JAGUAR** (Great Britain). **31H — \$.98**

(J) **MINIATURE TRAILER SET** by RALSTOY. Exciting big "semi's" for all the important cross-country hauling jobs a small boy can dream up. Has zinc diecast scale models of cab tractors and semi-trailers, with rubber wheels, steel axles, durable enamels. Includes grain bed, machinery hauler, gas tank, pole trailer, flat rack, freight van. Complete in gift box. **31J — \$3.98**

SAME, without pole trailer, van. **31J2 — \$2.98**

Things to build and take apart

(K) **XP-600 FIX-IT CONVERTIBLE.** Largest experimental sports car with removable vinyl tires, working headlights and horn. Trunk opens, holds axle jack, spare tire, wrenches, diecast hammer, screwdriver, gas can. Headlight batteries included. 15 1/2" long. **31K — \$5.98**

(L) **CORVETTE.** Famous sports car that can be assembled from 61 pieces, can be dismantled, put together again. Rugged plastic and metal, 16" long. Includes chassis, body, 2-piece engine, hood, trunk cover, grille, sky-view top, steering wheel, 5 vinyl tires with caps, separate wheels. Headlights work on battery. **31L — \$3.98**

(M) **HARBOR LAUNCH.** To be taken apart, reassembled from 25 parts. Has removable crank, anchor lever, hatches, fog horn and lights, searchlight, throttle, brake, workable compass, steering wheel that turns, fire extinguisher, many accessories. Sturdy plastic, 14" x 5". **31M — \$2.98**
By IDEAL

(N) **MOTORCYCLE.** Handsomely embellished copy of today's highway speed motors they'll take apart, reassemble over and over again. Real switch headlight operates on pencil battery (not included). Has set of tools, rubber tires, motor, side pouches, kick stand — over 50 pieces. Durable plastic, 13" long. **31N — \$2.98**

(P) **STATION WAGON.** 13 1/2" plastic Mercury with transparent motor that shows off its V-8 cylinder construction. Beginning mechanics can study the realistic action of pistons, crankshaft and revolving fan as car is moved along, tear it down, reassemble it. Accurate design provides informative entertainment. **31P — \$4.98**
By LOUIS MARX

(R) **WRECKER TRUCK WITH SEDAN** by ALL METAL. 15" tow truck that's Johnny-on-the-spot for model cars in trouble. Heavy-gauge steel chassis, lithographed cab and body, crank-operated chain hoist, removable wheels and tires. Carries 2 spare wheels, 2 boxes of miniature tools. Heavy plastic sedan has steel chassis, rubber tires, friction motor. **31R — \$3.98**



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Design Division



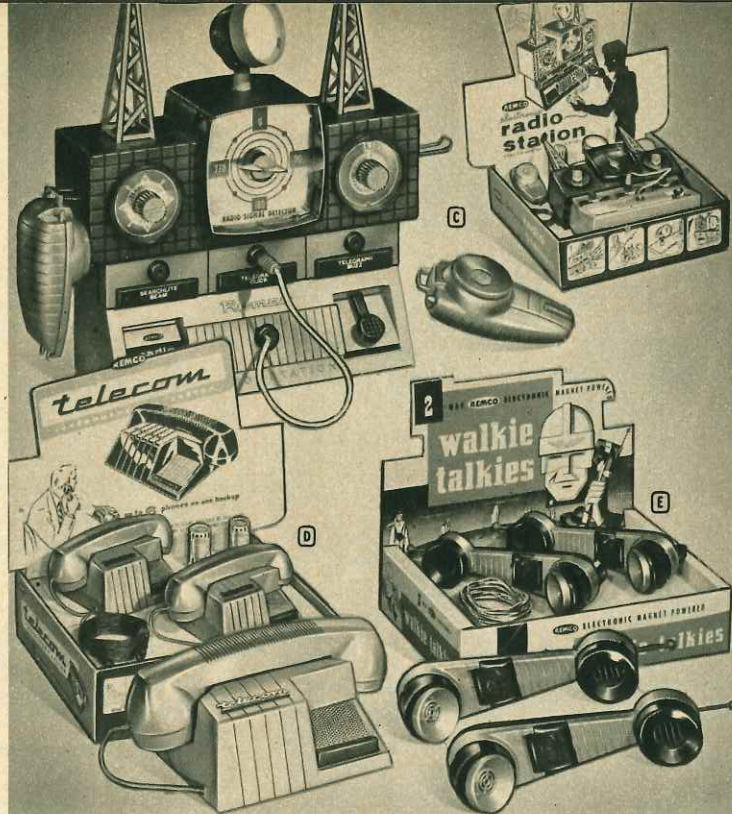
Communications — here, there, and outer space



(A) **OFFICIAL SPACE HELMET** by BEEMAK PLASTICS. If all indications are true, the kids will get the real outer space trips first — because they already have the equipment! They're wild about this big helmet of clear, shatterproof plastic that bears the "Space Patrol Commander" insignia. It's their protection against dangerous ray guns, bullets, pressure changes. Has inflated double astral jet pack tanks, too, to keep them going strong on stratosphere flights to the unknown. Weighs just 2½ pounds, fits anyone. **32A — \$4.98**



(B) **CAPTAIN SPACE RAY GUN** by LOUIS MARX. Flashing, futuristic "atomic ray" rifle for imaginative Solar Scouts venturing into outer space. Trigger operates large triple-signal light at top that shines red, green or white and also lights muzzle, works code buzzer. Color is controlled by side lever. Equipped with velocity meters, scope measuring device. Durable plastic, 32 25¾" long. **32B — \$3.98**



(C) **ELECTRONIC RADIO STATION.** Real excitement belongs to the radio "ham" operator who sends and receives voice or code messages from other hams everywhere. This toy set for the beginner works on a ½-mile range, has a switchboard transmitter with separate plug-ins for each activity, two microphones, a buzzing, clicking telegraph key, searchlight for signalling, signal detector and automatic decoder. No danger of shocks because it's battery operated, of high-impact plastic construction. Logbook included. **32C — \$6.98**

(D) **TELECOM INTER-PHONE SYSTEM.** Buzzer-phone set for 2- to 6-way conversations from different locations — room-to-room, upstairs-downstairs, yard-to-yard. Has 2 regulation-size telephone instruments on bases, 1 to 4 more auxiliary phones can plug into basic set. Signal buzzer and box with each telephone, 50' of double wire to plug into telecoms. 2 flashlight batteries included. **32D — \$6.98**

(E) **AUXILIARY PHONES.** Plug into basic station, complete with battery and 50' of wire each. **32D2 — \$3.49 each**

(F) **WALKIE-TALKIE.** 2-way special communication system that operates wherever needed for Junior's urgent messages. Works electro-magnetically with long-distance range. Full-size phones, each with secret compartment for important, "classified" messages. Complete with 2-conductor wire. **32E — \$2.98**

By REMCO



(F) **ZIMPHONE.** Electro-magnetic and battery phone set for playtime communicating or practical, professional use. Each phone has built-in electric buzzer for talking signal, power-boosting "C" battery for voice transmission, electro-magnet earphone, electronic carbon microphone. Hook-up is simple and secure. 50' of double wire, durable, high-impact plastic parts. **32F — \$5.98**

(G) **ZIMCOM.** Exciting, business-office efficiency in this self-contained 2-inter-com set that includes all batteries, wire, built-in double buzzers. Has 2 modern plastic speaker boxes with 2-way switches for talking or listening, signal buzz. Ready to hook up and use in seconds. **32G — \$9.98**

By VINTAGE PRODUCTS



Toy trends in grown-up fields

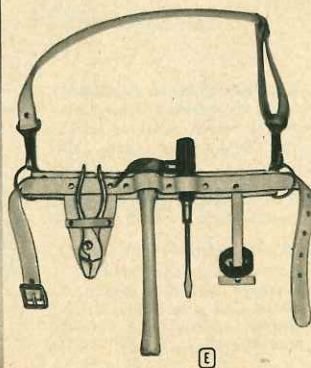
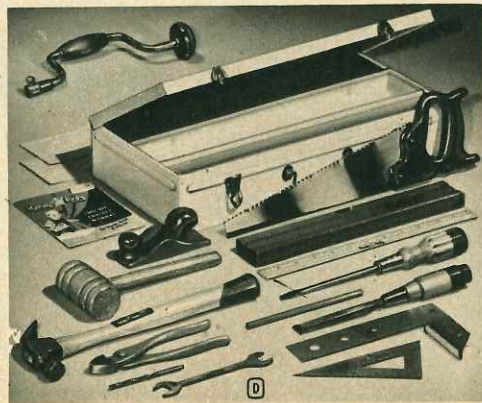
(A) **PRINTING PRESS** by PRESSMAN. Scoop the neighborhood with this sturdy plastic rotary press that can print a newsheet, make business cards, personalize stationery. Needs no tools for snapping the lines of rubber type into place, turns by hand, won't pinch or scratch. Has 5 metal typeholders, ink, brush, type tweezers, instructions. Also a supply of blank stationery and envelopes for imprinting with names and addresses. 15" x 13" x 4". **33A — \$3.98**

(C) **4-CORD SWITCHBOARD** by KAMKAP. Hello, Central, calling kiddies everywhere about their own realistic switchboard. It plugs in, rings, buzzes, dials and clicks, has 2 separate dial phones in colorful plastic. Working parts safely enclosed in metal box, includes flashlight battery. Unbeatable play value! 8" x 7 7/8". **33C — \$4.98**
6-CORD BOARD. Larger, chrome-plated front **33C2 — \$8.98**

(D) **18-PC. TOOL SET** by SKIL-CRAFT. For big or little handymen's workshop, precision-designed, quality tools. 16" metal carrying box contains brace and bit, cast plane, level, chisel, forged pliers, screwdriver, saw, hammer, mallet, try-square, triangle, project manual, accessories. **33D — \$4.98**
15-PC. TOOL SET. Similar, with steel tray, wrench, no brace, chisel, plane, level. **33D2 — \$2.98**

(B) **DELUXE WOODBURNING SET** by UNGAR. Start youngsters in fascinating, pleasure-or-profit crafts with this fully guaranteed handle and cord set, UL-listed. Complete with thread-on tips for wood, leather, cork burning or plastic forming, foil-embossing. Has detailed instructions, suggested projects, complete working materials, including 8 wood plaques, reversible practice plaque. **33B — \$4.98**
STANDARD SET. Similar, fewer supplies. **33B2 — \$2.98**

(E) **JR. LINESMAN BELT** by INDUSTRIAL SAFETY BELT. Tough steerhide holster and belt to fasten securely around the waists of Dad's little helpers. Has full-size hammer, pliers, screwdriver, tape, each in its own slot. Linen-stitched, riveted for added strength. **33E — \$2.98**
SR. LINESMAN HOLSTER BELT. With flashlight and adjustable wrench. **33E2 — \$4.98**



(F) **CHEMCRAFT SENIOR LABORATORY**. The beginnings of a real professional-type "chem" lab where youngsters investigate the wonders and magic of chemical action. They can actually test compounds, make common products like soap and inks, amaze friends with exciting experiments. Includes instructive atomic energy feature, alcohol lamp, chemical balance, plus test tube rack and all chemicals, apparatus and instructions needed for over 650 experiments. Metal shelves in wooden cabinet, 31 1/2" x 13 3/4". **33F — \$12.50**
JUNIOR DELUXE OUTFIT. Smaller, wood cabinet, 305 experiments. **33F2 — \$4.95**

(G) **MICROCRAFT COLLEGIATE MICROSCOPE OUTFIT**. A precision-built, triple objective instrument for exploring mysterious secrets of the vast invisible world. Fine-ground, polished optical glass lenses give magnification of 50, 150, 300 power. Heavy metal frame 10" high, smooth-turning turret, 90° tilting frame, 2-side focusing wheels, adjustable mirror. With textbook, slide mounting glasses and materials, micro-chemicals, dissecting instruments, 8 prepared subject titles. **33G — \$9.95**
JUNIOR MICROSCOPE OUTFIT. 8" high, molded plastic, magnifies 50 diameters. **33G2 — \$4.95**

By PORTER CHEMICAL



(A) **SPITZ JR. PLANETARIUM** by **HARMONIC REED**. Projects the star-studded sky indoors on ceiling and walls, shows 40 constellations, 300 stars as they would appear from any geographic location in northern hemisphere. Scientifically accurate, it adjusts for different latitudes, months of year. Complete textbook for would-be astronomers. **34A — \$14.98**

(B) **ROCK-ME BABY** by **R & B**. She gets sleeper and sleeper, closes her eyes ever so slowly only when she's rocked in her cradle or in a little mother's arms. Loves tender bedtime care, undressing, bathing, lullabies. Soft latex, 17", with cradle box. **34B — \$7.98**



(C) **ELECTROMATIC XYLOPHONE** by **U. S. HOUSEWARES**. Played electrically by merely touching buttons that are color-coded to match notes of songs, metal tone bars. Chrome finish, 18½" long, with music book, stand, batteries. **34C — \$9.98**

(D) **MECHANICAL XYLOPHONE**. 8 buttons, bars, red finish, 12", uses no batteries. **34D — \$4.98**

(E) **LITE-A-TUNE PIANO** by **ANSON ISAACSON**. Playing it is almost like chasing a musical rainbow — keys light in proper sequence, one note ahead, to show the way. Insert unique tune strip in music rack, first key lights automatically. Batteries, 3 favorite song strips included. Blue, ivory, ebony, 11" wide. **34E — \$9.98**

Selected gifts with new appeal

(F) **TRACTOR** by **NEW MONARCH**. Magnificently handsome, this rugged machine will make its owners beam with pride. It's of heavy-gauge steel with durable baked-on enamel finish, fully equipped with ball bearings for smooth operation. Comfortable seat is adjustable, spring-mounted, will support up to 200 pounds. Steering wheel operates on full circle, shift lever makes motor noises. Has encased chain drive, 1.75 semi-pneumatic rubber tires with back treads, 4 simulated spark plugs, ignition system, battery. Also rear step-plate and tow-bar hitch. 37" long, 25½" high, 40 lbs. packed. A whale of a vehicle! **34F — \$28.95**



(G) **DOLL HOUSE** by **PLASCO**. As modern as a magazine model home, as completely furnished as a real house, as truly a little girl's dream house as she ever imagined! Of durable, washable plastic, 38" x 18", it assembles easily with clips to stay in place, stands on marproof buttons. Bermuda-type roof lifts off. Has kitchen, dining room, living room, nursery, bedroom, bathroom, even patio, all smartly furnished to scale, exquisitely detailed. Many pieces are workable, TV has moving dial, colored pictures! **34G — \$9.98**

U. S. Patent Office

NOV 15 1954

Design Division

FOLD ON THIS LINE

Postage
Will Be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY ENVELOPE

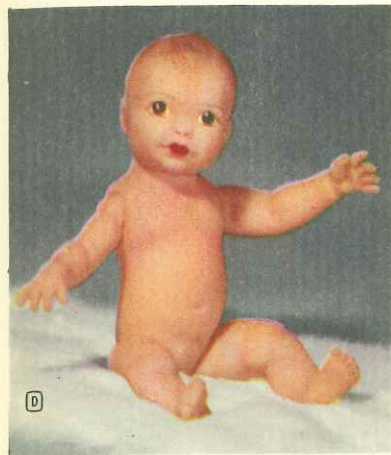
First Class Permit No. 904-R, Sec. 34.9, P. L. & R., Washington, D. C.

S. KANN SONS CO.

WASHINGTON 4, D. C.

FOLD ON THIS LINE

FOLD ON THIS LINE



LINDA is Terri's brand new little sister only 10" tall. She's made of rose-petal vinyl, actually seems alive because she's modeled after a real 6-month-old baby, can move her arms and legs. She loves to be bathed and dressed in her pretty layette, has baby equipment just her size.

(A) PLAYPEN with plastic pad. 35B — \$3.95
(B) WARDROBE TRUNK, with Linda and complete ensemble. 35D — \$10.95

Items in trunk can be ordered separately as follows:

Cotton nightg. 35D2 — \$1.00
Rosebud kimono. 35D3 — \$1.00
Dress, slip, shoes, socks. 35D4 — \$2.00
(C) TRAINING CHAIR, with pottie. 35C — \$1.95
(D) BABY LINDA in fancy pants. 35A — \$2.95

Blanket. 35D5 — \$5.50
Batiste creepers. 35D6 — \$1.00

Taffeta coat and bonnet. 35D7 — \$1.00



A day in the life of Terri Lee

TERRI'S 17" tall, but children think of her, not as a big doll, but as a real, tiny girl! No wonder, for she enrolls the youngsters in her friendship club, sends them a magazine each month, corresponds with them. Terri can be bathed, shampooed, even taken swimming. And . . . she's guaranteed for life! Specify blonde or brunette hair.

(E) Toe dancing costume of silver lamé and nylon tulle, silver kid toe slippers. 35E — \$3.95

TERRI in same costume. 35E2 — \$14.95

(F) Official Brownie uniform. 35F — \$2.95

TERRI in Brownie uniform. 35F2 — \$14.95

(G) Gay squaw skirt and white blouse, in cotton, for warm-weather shopping, patio comfort. 35G — \$1.75

TERRI in skirt, blouse. 35G2 — \$13.95

(H) Fetching percale playdress, assorted colors, for mornings at home, school. 35H — \$1.00

TERRI in playdress. 35H2 — \$11.95

(J) Silver lamé evening coat, taffeta-lined, to go with her formal. 35J — \$7.50

FORMAL GOWN of nylon tulle, satin and taffeta, in pastels, for a big evening. 35J2 — \$6.95

TERRI in evening coat, formal, and silver slippers. 35J3 — \$23.95

(K) Lounging pajamas trimmed with eyelet embroidery, polished and embossed cotton housecoat, felt Elly Elf slippers, all beautifully boxed. 35K — \$3.95

(L) Terri Lee in taffetized nylon can-can slip and panties. 35L — \$11.95

Slip and panties (outfit only). 35L2 — \$1.59

U. S. Patent Office
NOV 15 1954
Design Division

Mr. Edwin Hunter
412 Cleve Dr.
Falls Church, Va.



Big gift packages filled with action

(A) **FRIENDLY FOLKS MOTEL** by KIDDIE BRUSH & TOY. Youngsters thrill to this fascinating new idea, their own play-packed motel with complete, modern furnishings for its two cottages and office. One side opens to view the exciting interior of rooms, other side is exterior with driveway. Has movable plastic furniture, family figures, luggage, late-model convertible, business and road signs, reception desk fittings, guest cards. Lithographed metal with safe, rounded edges, one-piece base. **36A — \$6.98**

(B) **DANCING DOLL** by HOL-LE. This soft-bodied beauty is a wonderful companion for active youngsters, will dance with them everywhere. She's tall enough to hold like a real partner, lightly follows every step because strong elastic straps on her soles fit right over the child's feet. Has washable face, blonde yarn "pony" hair-do, removable dress of fine cotton, organdy apron. **42" size, 36B — \$11.98; 30", 36B2 — \$7.98**
SISTER DOLL. 24", without dancing feature. 36B3 — \$5.98

(C) **ELECTRIC LADDER FIRE TRUCK** by GENERAL MOLDS & PLASTICS. It goes forward, it goes backward, its aerial ladders whirl up and down! 2 battery-run electric motors do the work — all by remote control from 2 push-buttons on palm-size box. Hold box one way to move the truck, tilt it to activate the shiny ladders. Rubber tires, realistic details. Flashlight batteries not included. **16 3/8" long. 36C — \$9.98**
STAKE TRUCK. Remote control, 3-way action, 14 3/8". 36C2 — \$5.98



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